



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIX.

NEW YORK, MAY 19, 1897.

No. 7.

MORE
PROOF

You read "Printers' Ink" knowing it to be authority on the subject of which it treats.—*Advertising*.

BOOKS
OPEN
TO ALL

When "The Little Schoolmaster" continued that unique article headed "The Best Dailies" in its issue of November 25, 1896, it was again demonstrated what leading advertisers of the United States have long known, that

The *Philadelphia* Record

IS PENNSYLVANIA'S LEADING NEWSPAPER.

The answers of those experts on advertising designated as "A," "B," "C," "D," and "E," whom you all know, are worthy of repetition because we know of no better indorsement of that which we have already told you and intend saying in the future :

PENNSYLVANIA.

In Pennsylvania—What Paper do you consider the BEST?

- A. "THE PHILADELPHIA RECORD."
- B. "THE PHILADELPHIA RECORD."
- C. "THE PHILADELPHIA RECORD."
- D. "THE PHILADELPHIA RECORD."
- E. "THE PHILADELPHIA RECORD."

All the scholars agreed.

THAT
CIRCULATION
CONSIDERED

THE
PHILADELPHIA
RECORD

is the cheapest and
best advertising
medium in
PENNSYLVANIA

Average Circulation in 1896:

Daily Edition, - 170,402

Sunday " - 124,234

For rates address

THE RECORD PUBLISHING CO.,
Philadelphia.



The Purchasing Power

in the household is woman. She is the important factor in all expenditures. To reach the pocket-book the woman must be interested. The only certain means of interesting her is through the local family weekly. She reads that from end to end, advertisements as well as reading matter. She has the entire week in which to study its pages, and she does so most religiously.

A million families in the New England, Middle and Atlantic Slope States are reached weekly by the 1,600 local papers of the Atlantic Coast Lists. One order, one electrotype does the business. Catalogue for the asking.

Atlantic Coast Lists, 134 Leonard St., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIX.

NEW YORK, MAY 19, 1897.

No. 7.

ADS OF THE MONTH.

By *Wolstan Dixey*.

I think the best ad of the month is the Mellin's Food baby. It's a lovely picture of a lovely baby—the sort that every mother wants her baby to be. It shows what Mellin's Food does. That's the acme of good advertising.

But there's a little space down in the corner of the ad where I looked for a letter from the baby's parents. It wasn't there. Why not? How many pounds did baby gain on Mellin's Food? Was he sick? Did it make him well? How much of a Mellin's Food baby is he? Yet if any ad can get along without answering such pertinent questions this ad can.

There's no need of saying much about a product that has been advertised for years and everybody knows all about. Such advertising has a good impetus; it's like a heavy freight car well started—a little push will keep it a-going. But the same push would never budge it in the first place. Suppose this was a "Jones' Food baby," with no further explanation, would Jones get his money back?

The Columbia Bicycle ad, in the *Century*, is mighty good. It explains the inside facts, and shows them—shows the thing itself. The people who buy Columbias know a good deal about bicycles, and want to know more. They have become educated on the subject. Col. Pope began this campaign of education, and he keeps up with it. It's a sad thing for an advertiser to let his public know more than he does. It takes brains to keep just one step in advance.

Most bicycle advertising is more or less pert and pictorial, but it largely lacks the selling force of facts.

Pictures are good; facts are good; both together are decidedly good. An ad should show them both if it can, but it should show one thing or another, anyway. When it only shows art bewitched and facts begrudging, it isn't as good as it ought to be.

The "Rambler" ad is in conspic-

uous contrast to the "Columbia." A lady's wheel is shown on a silver salver upheld by a lady's hand. Upon a panel is the inscription, "The daintiest little wheel that ever was." It is "fetching" display, and probably sells wheels. Women want a dainty wheel; they also want one as well made as their brothers'. Often the brothers select it for them. It seems just as well to inform everybody that the dainty wheel is also strong and well made. The "Rambler" is a good wheel; people will buy it, however advertised; still, there's no harm in telling those who don't know how good it is.

The "Monarch" ad shows in silhouette a procession of tramps led by a lion on a wheel, with the legend, "R de a Monarch and keep in front." All of which illustrates how droll an ad may be without cutting any ice.

Among the good ads are those of the Cheque Bank, showing the value of brevity and a good border; the Emerson shoes, which exemplifies the power of strong display and a perfect picture of the article itself; Cleveland Baking Powder, which shows how to interest people in your business by talking about theirs; Waltham watches, which demonstrates the usefulness of plain talk; Pears' Soap, which illustrates the beauty of good illustration, and the "Royal," the "C. H. & D.," Sozodont, Kodak and a few other old favorites, nearly always good.

William's ad in the *Cosmopolitan* has several display lines so disjointed that they are a trifle puzzling to the casual reader. Here are the lines as they strike the eye:

Williams'
Jersey
Cream
Toilet Soap.
Sweet, rich cream.
Free
Transparent
Window
Thermometer.

This is illustrated with a picture of two cows and a dairy maid and a thermometer. But if any one has the

slightest doubt as to whether free cream goes with the thermometer or free soap with the cream, or if the dairy maid is given away with the cows, a little studious investigation reveals the transparent scheme in all its pastoral loveliness.

This ad will undoubtedly sell soap, but—

"That's enough, isn't it?" the advertiser would naturally exclaim.

Well, speaking of cream, you know the conundrum, "What gives more milk than a cow?" "Two cows." The thing that is better than selling soap is selling more soap. If this beautiful picture was twice as big, the thermometer twice as plain, and the display lines arranged more intelligibly, it would be better advertising. For example :

Williams'
Jersey-cream
Toilet soap.

Like cream on the skin.

Transparent window thermometer free.

People will buy that soap for some reason. If it's the soap they want, I should hang 'em hard with it, and crowd the thermometer down into a corner. If they're mostly after the thermometer, it should be displayed with full calcium effects.

There's a lot of pretty good advertising that ought to be better; that's the principal fault to be found with most magazine advertising. The space is so expensive that worthless advertising kills itself before long. It needs no critic.

There's hardly a magazine ad of the month that hasn't some good in it; and hardly one that mightn't easily be made enough better to more than pay for the trouble.

The worst ad of the month—well, I probably didn't see it. The ad you don't see is the worst ad. If you see an ad at all, it's usually some good.

ADVERTISING AT THE THEATER.

By Henry Romaine.

The drop curtain at the Amphion Theater in Brooklyn is very unique. It represents a river with precipitous banks, and a cataract in the distance. The coloring and drawing are both beautiful and natural, but the artist has also been thoroughly up to date in his work, from an advertising standpoint. On the right bank of the stream stands an old ruin of a mill, with shingle, roof and dilapidated walls. In his eagerness to have his

picture thoroughly realistic and modern, the artist has done some neat lettering on the old building, and the result lends an increased naturalness to the scene. The ruin is very like some of the old barns one sees on the Pennsylvania Railroad between New York and Philadelphia. I claim that those barns would not look natural nowadays unless they bore some legend about Schenck's Mandrake Pills. The Amphion artist has caught that idea and localized it. On the walls of the old building is lettered, in white, the announcement that "John S. McKeon, of Broadway and Bedford avenue, has clothing for all ages." On the roof a special corset for sale, by Henry Offermann, is advertised, and a gable end sets forth the fact that "style and comfort can be obtained at the Carleton Hotel, opposite Roosevelt Street Ferry."

I have seen advertisements on drop curtains before, but they looked as if they were put there for the purpose, and the theater-going public very naturally objected to them. These ads on the Amphion curtain are put there for the purpose, of course, but not one person in ten would suspect it. They do not obtrude themselves in the least, and those who are accustomed to seeing old buildings similarly ornamented nowadays would just imagine the lettering to be part of the realism of the scene. Nevertheless they are paid ads, and they bring a pretty stiff price at that, considering that their "circulation" fluctuates between five and ten thousand a week, according to the popularity of the play.

HIS LEADING ARTICLE.

It was the practice of a certain London editor, some years ago, to write his leading article or articles at home the night before publication. The rest of the week he did nothing. One night, says the San Francisco *Advertiser*, his articles had not come to hand at the office. Ten o'clock came; eleven, twelve, and still no sign of an article.

There was commotion in the office, and at last a messenger was sent to the editor's house. He found him with a glass of brandy and water before him, and newspapers scattered about. There was no article written.

"What do you want?" asked the editor. "The article for to-morrow." "Didn't I send it?" "No; at least it has not come to the office." "Give me the *Times*."

The *Times* was found and handed to him, and with unsteady fingers he cut out one of its leading articles. This he stuck upon a sheet of paper, and then, taking his pen, wrote at the top: "What does the *Times* mean by this?" In that form and with that introduction, it appeared next morning as the editor's leading article.

AN ILLINOIS DEPARTMENT STORE.

MR. JAMIESON, OF JAMIESON, COOPER & CO., OF AURORA, GIVES HIS VIEWS ON ADVERTISING — QUALITY AND QUANTITY—FINDING OUT CIRCULATION—TALKING WITH NEWSBOYS—THE PRICE OF SPACE.

Jamieson, Cooper & Co. conduct the largest retail establishment in the whole State of Illinois outside the city of Chicago. They call it the Boston Store, and it is located in Aurora. Of course it is a department store, in which any article from a skein of embroidery silk to a blacksmith's anvil may be purchased. There are twenty separate departments, and the selling space exceeds three-quarters of an acre.

One of the Boston Store's catch phrases has been "Watch Us Grow," and the really phenomenal development of the institution is directly traceable to Mr. W. G. Jamieson's faith in the efficacy of well-applied printers' ink. When Mr. Jamieson started out five years ago to look for a city in which to organize the business house which he had in mind, it did not trouble him in the least that there were thirteen dry goods stores already in the field at Aurora—a city of 22,000 inhabitants—for they all advertised in the good, old-fashioned way.

He put in his stock in a comparatively small store and began to pay his money to the printer. At first it was rather up-hill work, and then, just as the potential energy put into the business literature began to produce results, fire swept through the stock. The smoke-stained remnants were sold off, the insurance collected, and, with characteristic Scotch tenacity, Mr. Jamieson prepared to go at it again, this time with H. J. Cooper as partner.

The Boston Store moved into the

corner room of a big block which stands at the intersection of two busy streets hung out its sign, "Watch us Grow," and has been growing ever since. First, it absorbed the four stores in its block, and then took in the basement. Still the press for room continued, and the big double store adjoining was leased for the grocery, butcher shop and house furnishing department.

Mr. Jamieson at one time employed an adsmith, but he believes that no one can advertise the Boston Store as well as he himself can.

"I eat, sleep and drink Boston Store," said Mr. Jamieson. "I have no other hobby, and I doubt that any one with less interest than mine can

prepare as convincing announcements of Boston Store bargains. I am a believer in frequent changes. If my ads are as good as they should be, one insertion ought to do the business. I use good-sized spaces, but I am careful not to waste them on uninteresting store news."

"How has your advertising paid you, Mr. Jamieson?"

"Very well, I think. Our business has grown steadily in the face of the hard times, until last year it amounted to over \$300,000, and it will be greater this year. My average annual expenditure for publicity? About one and three-quarters per cent of the volume of our business. Last year we spent \$4,700 in advertising. Yes, I use other mediums than the newspapers. An occasional application of a well-printed hand-bill that really says something is beneficial. I use the street cars liberally with both inside cards and roof signs, and I believe them to be one of the best mediums we have. To show you what value I place on our roof signs, I may say that I was recently offered for them just double the consideration named in my contract with Kissam & Co., but I



W. G. JAMIESON.

turned the proposition down without much consideration."

"How do you value quality and quantity in circulations, Mr. Jamie-son?"

"I cannot see why one copy of a paper containing my announcement is not as valuable as any other copy. Every family has to eat, whether they take a high-priced paper or read one for which they pay nothing, and if I can't sell them silks and satins I want to supply them with groceries and soup bones. In other words, I pay to reach the people, and the paper which circulates 2,000 copies goes into twice as many homes as the one which only prints 1,000.

"Do I make any attempt to ascertain just what I am buying when I send out copy? Most certainly I do. When I show a woman a dress pattern and tell her that it is all wool I expect her to examine it to see that I tell the truth. In the same way I am entitled to explore a publisher's circulation when I wish to buy it."

"Do any of the publishers of papers in which you advertise open their subscription books to you?"

"No, but I have seen printed single editions of almost all of the daily papers here."

"Did that satisfy you as to those papers' circulations?"

"Not entirely: I agree with Charles F. Jones, of Siegel Cooper, that there are better ways of obtaining accurate information on circulations than that of applying to publishers."

"Will you tell PRINTERS' INK how you gained this information?"

"You, of course, know that in cities the size of Aurora papers are almost entirely delivered to regular subscribers by carrier boys. I make it a point to be friendly with every carrier boy I see. I speak to him, ask him how many papers he carries; how many other boys carry papers in his office; if they all take out as many as he; how many the boy with the biggest route has; how many the smallest; whether he ever carried any other paper, and, if he has recently, I get him to tell about it.

"I think that I have talked with fifty boys who deliver one or another of the five daily papers published here, and, taking this with what I am told by newspaper men, what I hear from outside sources and the returns I get from special ads, I believe I have a

pretty accurate idea of what each paper circulates."

"How do you rate them?"

"About like this: *News*, 3,000; *Express*, 1,200; *Beacon*, 1,200; *Volk-freund*, 1,000. The latter is a valuable medium, as it reaches German families which usually take no other paper."

"How about rates per inch, Mr. Jamieson? Do you secure space in the *Beacon* and *Express* at one-half what you pay the *News*? You do not? Then why is it that you use those of less circulation as extensively as you do?"

"To begin with, I use every paper published in the territory tributary to our store, but I am particularly pleased with the typographical excellence of the ads set in the *Beacon* office. Then I value their semi-weekly edition for reaching the farmers. The *Express* has a clientele entirely its own, and which I can reach through no other publication."

"Will you tell the rates per inch per insertion which you pay for your publicity?"

"The average is ten cents, but you must remember that where I get this extremely low rate, I use 12,000 inches a year, or a page a week, running it in both daily and semi-weekly editions."

"Do you crowd too much matter into your advertisements, Mr. Jamie-son?"

"I do not think so. I try to make every line tell an interesting fact, and I am confident that most women read every ad I print. I aim to put snap and ginger into my business literature, but I begin my work in my stock. No firm can successfully advertise bargains unless these will stand inspection, and my earliest efforts are directed toward gaining a system which will permit us to undersell all along the line. I make the best possible display of our goods and spend a considerable sum each year in window dressing and interior decorations. Modern advertising methods have gone hand in hand with modern business methods in gaining success for the Boston Store."

H. B. HOWARD.

CONSISTENCY.

"Write out an ad, double-column, ten inches, to the effect that the *Blow* is the only advertising medium worth considering," said the manager of the *Daily Blow*.

"Yessir," said the ad man.

"And send a copy of it to be inserted in all the other papers in town."

"Yessir."—*Typographical Journal*.



NEWS
AND OPINIONS
OF
NATIONAL
IMPORTANCE



THE SUN
ALONE
CONTAINS
BOTH



HIRES' ROOT BEER CASE.

The Philadelphia Court of Common Pleas recently rendered a decision restraining George A. Hires, a relative of Chas. E. Hires, from putting up and selling a preparation under the name of Hires' Root Beer. Below are given some extracts from the opinion of the presiding judge:

"Whether this case be considered as one of infringement of a trade-mark or as a simulation intended and likely to deceive the public, the evidence is most conclusively with the plaintiff.

"It is established that an article of commerce, known as 'Hires' Root Beer,' by a long and costly method of advertisement, has attained a trademark and value peculiar to itself. The sales have reached an extraordinary yearly volume, and the article is known to consumers and merchants by the designation of 'Hires' Root Beer,' and often and perhaps as commonly by the name of 'Hires' alone. The shape and color of the cartons, as well as the general typography and substance of the printed matter thereon, and the shape of the bottles have also been peculiar to the article made by the plaintiff, and have served to give it commercial distinction and identity.

"The respondent Hires, a kinsman of the plaintiff, availing himself of the sameness of family name, is about to manufacture and place on the market for sale a root beer which in all the externals of physical preparation and presentation is so nearly an approach to the plaintiff's commodity that, but for the use of the Christian or surname of the respondent Hires, it might be termed a complete reproduction of the plaintiff's preparation and device. The carton, its color, the substance of the printed matter, the bottle, the indicating designation of title, all—while slightly varying from the plaintiff's device—make up a trade commodity which, except to the sophisticated or closely inquisitive, would be taken to be a like article to the plaintiff's.

"It is not necessary now to pass upon the question of how far a family name may be the subject of a trademark so as to exclude from its use others who lawfully bear it. The use of the family name in the present case only increases—most potently increases—the conjoined force and effect of respondent's other devices in working the deceptive simulation.

"All cases of this character must

depend upon their own facts and circumstances. Actual fraudulent intent can never be inferred from anything outside of the case itself.

"The testimony in the case now before us, we think, makes it indubitably clear that the respondents' purpose—their sole and only purpose—was to fabricate an article of trade which in shape, color, designation of name and general appearance, resembled the plaintiff's article, and thereby deceive and mislead the public and purchasers generally.

"It is impossible to come to any other conclusion but that this was the main intent of the respondents. But for the fortuitous identity of family name, it is clear that the respondents would never have embarked in this proposed commercial venture, and the evidence shows that their studied purpose was to copy as close to the appearance and name of plaintiff's article as possible, and preserve similarity while yet presenting minor differences.

"We find, therefore, upon the evidence now presented, that the allegations of the plaintiff's bill are established."

MOODY ON JOURNALISM.

It is one of the most ennobling and educating of professions. In my opinion, every theological student in the land ought to work on a newspaper for at least a year in order to study human nature and gain the knowledge that it is impossible to receive in the academy, at college and in the seminary. That's the trouble with preachers. They don't know the men to whom they are preaching, and with whom they are dealing; they haven't a knowledge of human nature; the best way to acquire all of which is through work on the press. So, you see, I am a believer in the newspaper and of the great practical work which it performs. You people reach thousands where we reach hundreds, and the results are correspondingly large.—*Interview in St. Louis Republic.*

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



THE "DRY GOODS ECONOMIST."

**Specimen Reports from the Newsdealers
in the best residential section
of New York.**

May 6, 1897.

NEWSDEALER RETZKE, Lexington Ave. & 42d St.

"Since the new management took hold of THE NEW YORK TIMES the Daily and Sunday sales are away ahead of what they were this time last year. Customers are changing from other papers to the TIMES right along. I think my sales on Sunday have increased from 18—the number I did take—up to 56, which I now take. The Daily was formerly 15; I now take about 35. I do not know of any paper that has increased like the TIMES during the last three months."

May 6, 1897.

NEWSDEALER MRS. J. EMDEN, 408 Fourth Ave.

"It seems to me as though every one that comes in has some good thing to say about THE NEW YORK TIMES since it has been under the new management."

May 6, 1897.

NEWSDEALER CLARK, Fourth Ave., near 30th St.

"I do not know of any paper that holds its own like THE NEW YORK TIMES."

May 6, 1897.

NEWSDEALER ROSENTHAL, 28th St. & 6th Ave., S. W.

"The Daily TIMES is going so good that last week I had to add more. The Sunday TIMES is selling very good."

May 6, 1897.

NEWSDEALER QUINN, 33d St. & Sixth Ave., S. W.

"Sold every one I had of the Sunday TIMES and had to get more on Monday. The Daily TIMES is selling very good. In the last two months I have increased 50 on the Sunday TIMES and 30 on the Daily."

**Ask your own newsdealer about the constant increase
of the circulation of the New York Times.**

THE NEW YORK TIMES.

"All the news that's fit to print."

A ROMANCE OF REAL LIFE.

Four O'Clock is the name of a Chicago monthly selling at five cents, which recently attracted the special attention of the Little Schoolmaster, as it lay upon his desk. It consists of 34 pages, including the cover, and is printed on rough paper. A peculiarity of the illustrations is that they are separate from the body of the periodical, being printed on smooth paper, and being pasted into their proper place often only at one end, so that one can hold them in one's hand. The first thought of the Little Schoolmaster when he observed this peculiarity was that it indicated a small circulation. He noticed, however, that a circulation of 75,000 was claimed. Being of an inquisitive turn of mind, he wrote to Messrs. Swift & Co., the publishers, to ask whether the illustrations were put in by hand, and how, with a circulation of 75,000, they could adopt such a method. In reply, he received a letter stating that the pictures were pasted in by a process which the Messrs. Swift are endeavoring to patent, and which enables them to put in the pictures at a cost not to exceed six or eight cents per thousand. Specific details were promised when the mechanism was perfected and protected.

Inclosed with the letter was a rate card, on the reverse side of which were some interesting figures, entitled "Our Growth." From this it appears that *Four O'Clock* was started in February of this year, with an issue of 1,000 copies; that re-orders and subsequent editions of this first issue numbered 8,200, while the unfilled orders came up to 3,500. Copies of that number are now selling, the card informs us, at a dollar apiece.

Skipping intermediate months, we learn that the edition for May was 75,000 copies, of which 50,000 copies were advance orders of the Western News Company, of Chicago.

Having digested all this information, the Little Schoolmaster turned over the card and expected to find the rates for advertising in correspondence with such a circulation. Judge of his surprise when he found them only \$3 an inch per insertion, without discounts. He then examined the periodical and found it contained ten pages of advertising, including covers, a fair proportion of which was railroad advertising and other advertising evidently exchange—a class of advertising hardiy

to be expected in a periodical with such a claimed circulation.

The whole story of securing 75,000 circulation in three months was as interesting to the Little Schoolmaster as one of Anthony Hope's romances, being indeed as great a strain on one's credulity. But for all that, it may be a "romance of real life," and is here presented for what it is worth. It certainly makes interesting reading.

THE PROCESS OF LITHOGRAPHY.

Upon a stone found in the vicinity of Munich, which has a peculiar quality of absorption, and which has, when prepared, a slightly granulated surface, a drawing is made with a crayon which is partially composed of soap and sinks into the stone. The drawing made, the stone is covered with acid, which leaves the strokes of the crayon unchanged, but renders the parts of the stone not drawn upon impervious to printers' ink. The stone is then immersed in water, which is absorbed so that when a roller charged with ink is passed over the surface the greasy particles of the crayon strokes retain while the surface of the stone repels it. The stone, covered by a sheet of paper, is now passed through a press, and the ink which has adhered to the drawing is transferred to the paper, making an exact reproduction of the drawing, from the strongest to the most delicate touch of the crayon. The drawing on the stone retains its printing quality for an almost indefinite number of impressions, though, as in most reproductive processes, the earlier impressions are finer.—*Book Buyer*.

IT IS RECOGNIZED.

The dictionaries do not recognize any meaning of office which would justify its use for a place where printing is carried on. Properly, the business office of a printing office is the only part of the establishment entitled to the word. The proprietor and the bookkeeper or typewritist are the only ones who are really justified in saying, "We are going down to the office now." The typos, pressmen, et al., should say, "We are going down to the shop" if they wish to be exact. Custom has sanctioned office, however, and its use is probably sufficiently fixed to last for centuries. This being the case, it is time that the dictionaries recognized the meaning in which printers use the word, that the knights of the stick may be backed by lexicographical authority.—*Printer and Bookmaker*.

In its list of compounds of the word printing, the Standard Dictionary gives the following: "Printing-office: A place where book, newspaper or job printing is carried on."

It reaches the people
you want to reach—the
purchasing classes of the
entire Pacific Coast.
Therefore advertise in

The San Francisco Call

The great family news-
paper of California.

50,000 THE CIRCULATION 50,000

Charles M. Shortridge, D. M. Foltz,

Editor and Proprietor.

Eastern Manager.

34 Park Row, New York.

Local Items

The number of your daily paper which contains an item concerning you or your immediate neighbor is eagerly read by every member of your family.

Every item in every issue of every local weekly, practically concerns an immediate neighbor of every subscriber.

It follows, naturally, that these papers are more thoroughly read than any others, and that advertising in them is extremely effective.

Dollar for dollar, no other money spent for advertising brings such returns as the money that goes into such village weeklies as those of the Chicago Newspaper Union lists.

CHICAGO NEWSPAPER UNION,

10 SPRUCE STREET,
NEW YORK.

93 So. JEFFERSON STREET,
CHICAGO.

An advertisement can be inserted in all the 1,500 papers of the Chicago Newspaper Union lists, covering this territory, as easily as in any single paper anywhere. These papers are issued from the largest towns and villages in the great Middle West.

NON-SECRETS.

A PHASE OF SUBSTITUTION.

We are in receipt of marked copies of the two latest issues of a paper published by Frederick Stearns & Co., of Detroit, Mich., called *The New Idea*. The "new idea" which the paper is intended to advocate, and from which its name is derived, is the purchase and sale by retail druggists of certain goods manufactured by Frederick Stearns & Co., as substitutes for, or "to take the place of the so-called patent or proprietary nostrums." When, about twenty years ago, Messrs. Stearns & Co. conceived this "new idea" of reaping where they had not sown, they supposed they had made a valuable discovery, and chose the title "non-secret" to describe their peculiar kind of business and to designate this class of "substitute" articles. In spite of the fact, however, that Messrs. Stearns & Co. are complaining that certain "unscrupulous houses" and "certain co-operative companies of retail druggists have appropriated their idea and profited by their suggestions," we do not concede to Messrs. Stearns & Co. the claim of "priority of discovery," which they seem to make, for the principle which underlies this so-called "non-secret" medicine business is as old as the human race.

What are these "non-secrets" which Messrs. Stearns & Co. are trying to induce druggists to buy? According to the definition of Stearns & Co. themselves, they are "remedies with published formulae to take the place of the so-called patent or proprietary medicines, so much vaunted in advertisements." The definition is good, so far as it goes, but let us get at the true inwardness of this non-secret business, and see what it really is. Let us suppose that some pharmacist devises a formula for making a preparation which he believes to possess medicinal value. At first he manufactures it in small quantities, and sells it only to the customers that come into his store; but they like it, tell their friends about it, and by and by, without, perhaps, much effort on his part, he has secured quite a demand for it. He becomes convinced that his article is really valuable, and looks around for some man of capital to join him in advertising it to the public. He forms a company, and, after having gotten everything in readiness, begins to advertise on a large

scale. The public is made acquainted with the merits claimed for the preparation. It becomes in popular demand, it is found in drug stores everywhere, and the proprietor, who, perhaps, has been struggling with poverty for years, is now making a comfortable living. It is at this juncture that the "non-secret" manufacturer appears on the scene. He now begins to make a preparation as nearly like the advertised article as possible, calls it by the same or a somewhat similar name; he sometimes imitates the label or wrappers, and recommends his preparation for the same purpose for which the original preparation is used.

The non-secret man does not spend a cent in advertising to the public or otherwise, to create a demand for his product. His article is not intended to sell on its own merits, but on the reputation the original article has made. Its purpose is clearly stated by Messrs. Stearns & Co., when they declare that the non secret is *to take the place of the preparations so much vaunted in advertisements*.

Slick-tongued agents are sent to retail druggists. They expatiate on the "evils of the patent medicine business;" they explain how "unprofessional it is for pharmacists to deal in patent or proprietary nostrums;" they show the druggist one of these "non-secrets"—a preparation made in imitation of the one they have been abusing; they show how easy it will be to induce customers who have been brought to his store by the advertisements of the genuine article, to take the "non-secret" imitation, on the representation that "it is his own, he knows what is in it," etc., and by inducements of bigger profits, and other appeals to cupidity and prejudice, they persuade many druggists to buy these imitation goods, and to give their own personal indorsement to preparations whose merits have never been proven, and of whose ingredients they are quite as ignorant as they are of those which enter into the composition of the genuine articles.

These are the men who prate about the "patent medicine evil;" these are the men who for twenty-one years have not ceased to "sound the tocsin for the purpose of warning the retail druggists of the true inwardness of the nostrum trade;" these are the men who call patent medicine manufacturers "fakirs," who profess to regard

them as "outlaws, without any rights which any one is bound to respect," and who "exist because of their skill as pretenders to virtue that they do not possess." These are the friends of legitimate pharmacy! From such friends all pharmacists who love their profession will say, "Good Lord, deliver us."

If the original, genuine medicine is a vile product, is the imitation of it, made by one of these non-secret houses, any more ethical? If it is a criminal offense to manufacture the original patent medicines, can a non-secret manufacturer sanctify the crime by making imitations of them? Without stopping to inquire whether any or all of the so-called patent or proprietary medicines are "frauds and humbugs," how absurd, how hypocritical for the non-secret manufacturers to so characterize them! Are they not engaged in the same business? Do they not sell the same class of goods? No, not the same, but as nearly like them as they know how to make them, with this difference against them as compared with the regular patent medicine man: the non-secret manufacturers originate nothing. They wait until the other man has devised the formula, spent his time, money and labor in creating a demand for his article; then, and only then, do they enter into the manufacture of the "hated nostrum."—*Nat'l Druggist, St. Louis, Mo., May, 1897.*

NOTES FROM ENGLAND.

The snippet papers, that is, papers of the *Tit-Bits* class, are rendering yeoman service to their best friends, the advertisers. In fact, there never was a time when advertisements were read so closely by young people of both sexes, who are trying to solve catch phrases in famous advertisements. Even established cycling papers have descended to this trick for catching new subscribers. Thus, the *Cycle* offers a bicycle for solutions to picture puzzles representing some tire, bicycle or accessory. In other cases cash prizes are offered.

By the way, a catch phrase, invented by the Prudential Insurance Company, Newark, N. J., has been coolly appropriated by a London outfitter named Gamage: "The Prudential (insurance company) has the strength of Gibraltar" has been transformed into "The Gamage (cycle) has the strength of

Gibraltar." Advertisements of English cycles show considerable improvement upon those which appeared twelve months ago, thanks to American ingenuity. But there is too much of a tendency on this side to declare a particular machine the best without giving reasons why it is the best.

* * *

Certain adwriters in the States consider England an unexploited field. If they invaded it, they would have to labor and wait many weary years before securing recognition. John Bull is a most conservative animal. He thinks himself better than his neighbor, knows not only his own business, but that of everybody else. Talent and skill are not appreciated here.

* * *

A company has been formed in London, with Mr. John Hollingshead as chairman, to acquire Paul's animatograph, and to extend its present field of operation, notably in the direction of animated advertisements.

* * *

Cleanliness may be next to godliness, but the biggest advertiser sells the most soap, not because he advertises soap on its own merits, but because he bribes the public. Thus, Messrs. Lever Brothers offer cash, bicycles and watches to buyers of their soap. During the present year their expenditure in "Sunlight" and "Life-buoy" competitions is advertised as £66,156. Other soap firms offer serge dresses, gold and silver brooches, and tea services. But last year Messrs. Joseph Crossfield & Sons took an entirely new departure from the beaten track by the offer of a free life assurance policy. They spent £2,000 in advertising their scheme, but it turned out a failure. The working classes didn't want life assurance. Perhaps a bottle of whisky might have been appreciated.

A. ARTHUR READE.

ADVERTISED IN THE "OBSERVER."

The "Best Tonic" is again advertised in this week's New York *Observer*. Some time ago it was stated in these columns that investigation in various quarters had brought out very satisfactory assurances regarding its merits. Since that time further assurances of the same character have been received. This preparation is a tonic, not a beverage, and it will unquestionably do its work well.—*N. Y. Observer, May 6, 1897.*

THE RULING PASSION.

Prison Librarian—What sort of book would you like to have?
Convict—Got any bicycle catalogues?—*Puck, New York.*



ABOVE are reproduced two of a series of sixteen advertisements which will be used during the summer months by the Siegel-Cooper Co. of New York City in weekly papers located thirty to fifty miles from the boundary line of New York City. The originals are two and three columns wide, six to nine inches deep. One or two of them were published in April and May. Mr. Chas. F. Jones, the advertising manager, explains the object of these ads thus: "These advertisements are based upon the idea that they will be read by persons living too far away from New York to be able to respond in person to the bargain prices, which are placed on special sale from day to day and announced in the daily papers, but still these people live near enough to New York not to be particularly interested in mail order service, as they come to the city once or twice a month anyway and usually do their shopping at such times. The desire is to impress upon them the name and magnitude of the store and the general features of many of the stocks carried."

THE DYLD HORSE.

A Boston dyer hit upon the device of dyeing one of his horses for advertising purposes, shrewdly calculating that humane persons would raise an outcry and invoke the interference of the society with the long name. Things turned out just as had been expected. The horse in its brilliant coat made a sensation wherever it went in the shafts of the dyer's wagon, and before long the newspapers were printing letters from tender-hearted persons, who declared that the horse was dying of slow poison and that the owner ought to be prosecuted for abusing the beast. Here was the dyer's opportunity and he improved it in a letter to an evening paper, in which he intimated that the horse was perhaps better off for his coat of dye. "The dyers at our factory," wrote this enterprising tradesman, "have their hands in the dyes every day, and certainly there are no healthier men to be found." Then, with an eye to business, he alluded to the fact that "we dye hundreds of dresses and garments each day, and have yet to hear from a case of 'poison' from dyes." The implied application must have struck the friends of the

horse as far fetched, but little did the dyer care if it was—he had got a big advertisement out of the incident. Dropping into humor, the dyer went on to say that "the only thing that could possibly be injured is the horse's feelings, and I really do not think the horse has shown any dissatisfaction so far."—*N. Y. Evening Sun.*

INDIVIDUALITY.

By persistent struggle for individuality the advertiser speedily and indelibly identifies himself before the public. His patrons know that his announcement will appear in a certain position in this newspaper or that, and that it will be distinguished by a particular style of type, head-lines and general arrangement, making its presence clear at a mere glance. This individuality is frequently strongest where it appears in the simplest forms and characters. Sharp, legible types, plain rather than fancy, permanency of position and display, and descriptions written in brief, strong, straightforward terms are the elements which combine to give advertising that force of individuality without which it is rarely profitable.—*Mail and Express.*

THE AD MAN'S DOUBLE DUTY.

By W. R. Hotchkiss.

Live up to your ads, and good ads will make good business; but advertising promises, unfulfilled, be they ever so well written and placed, will not pay what it costs to print them. The more the public is told to expect, the greater will be its criticism. The more a good advertiser says about points of quality and service which ought to exist in a store and its goods—which by the readers of the ad are found to be lacking—the greater will be the dissatisfaction aroused by the comparison between promise and performance.

In the ad man's mind are constantly arising ideas about good things to say—facts that he knows would appeal quickly and forcibly to customers—things that if done would make shopping in his store or buying his goods more pleasant and satisfactory.

In most cases these ideas are innovations on established habits. Their newness and betterness are their attraction. Their desirability may be undenied. The ad man will perhaps have no difficulty in convincing the proprietor of the house that the suggested policy should be carried out. He may receive permission to advertise the matter, and have the firm's promise that the policy shall be followed. He becomes enthusiastic in his ads. He attracts attention. The people are tempted to come to the store for treatment or goods of a sort which the ad has made them believe will be better than what they have obtained before.

They come ONCE; and they go.

They don't come back.

Why?

Because the ad man only prodded one way.

The firm thought it was a good thing, but the firm had other things to attend to, and they were not boiling over with the necessary enthusiasm to push it. The salespeople stuck to the same old ruts, and the people were disappointed.

The ad man's duty is not done until the customer whom he has attracted is served and satisfied. Perfect success demands that the policies which he advocates and advertises be enforced to the letter. If his policies are not good they should not be advocated, but being judged by the firm to be good, and being advertised, it is of the utmost importance that they be carried

out. The ad man should not stop when he has convinced customers that they should visit his store or buy his goods—he should be tireless in his endeavor to have both goods and service up to the standard he has set in his ads.

He will no doubt create jealousy among floor managers and hurt the old foggy pride of some stock-keepers and salespeople, but that is his duty.

An effective ad man is a constant irritant. He must make every effort to keep things stirred up and keep the wheels out of the ruts.

He is also the customer's attorney, as it were—employed by the firm to procure satisfaction for their customers. He fights all the battles for the people, and if his work is done thoroughly they will have no quarrels with the store.

The ad man prods the people that they may know what his store offers; but he should no less actively prod the employees, that they may know what to offer and how to offer it.

ALL advertising should aim at making a distinct impression.

Hires Rootbeer

Carbonated.

Corked-up health—ready for your uncorking. Sparkling, snappy, thirst-allaying Hires Rootbeer, ready bottled. Nothing in it but roots, barks, berries, distilled water—and healthful enjoyment. Quenches your thirst, gives you an appetite. A draught of it refreshes you—body and mind; makes you readier for work or play. A promoter of good health and good cheer. The most wholesome drink for bicyclists—anybody, at home, traveling, working, sleeping.

Sold by all dealers by the bottle and in cases of two dozen pints. See that Hires and the signature Chas. E. Hires Co. are on each bottle.

Package of Hires Rootbeer extract make gallons. Sold, as formerly, by all dealers.

**THE CHAS. E. HIRES CO.,
Philadelphia.**



SOME of the Hires Rootbeer ads appear to suggest, by their snappy style, the sparkle and effervescence that characterize the beverage they advertise.



Copyright 1895 by C. I. Hood, Lowell, Mass.

PRINTED IN NEW YORK BY THE

AN ATTRACTIVE POSTER.

THE GROWTH OF THE POST-OFFICE.

The growth of the Post-Office Department is more phenomenal than that of the Republic itself. Starting with seventy-five postmasters and an annual expenditure of \$37,000 under Washington, it had grown in 1886 so as to report 53,000 postmasters and \$44,000,000 of expenditures, and this with a constantly decreasing rate of charges, which by that date had come down to three cents for the carriage of one-half-ounce letters anywhere in the Republic. The ten years since 1886 have seen postage reduced to two cents for one-ounce letters, and the Post-Office De-

partment increased to nearly 75,000 postmasters and \$92,000,000 expenditures. What it will be even ten years hence, if the proposed reduction of letter postage to one cent shall be made, and especially if telegraph or telephone offices shall be established by the Government, with low rates, at every post-office in the land, in town and country, no man can estimate.—*Typographical Journal*.

A FIN DE SIECLE MAIDEN.

"Trust me, dearest," he said, "and be my bride." "I'm opposed to trusts and combines," was the chilling reply.—*Exchange*.

THOSE PABST INACCURACIES.

CHICAGO, May 5, 1897.

Editor of Printers' Ink:

On page 28 of your issue of April 21 I notice a criticism of two of Pabst's designs. Since you have been so kind as to give up your valuable space to said criticism, I sincerely hope that you will let me have the same privilege, and allow me to reply.

As to the Boston Tea Party design, in which Mr. Bennett objects to the whole chests of tea, instead of having them broken, as they really were, the artist had license to make the change, for had he attempted to show broken tea-chests, giving them the same appearance they had in reality, I doubt very much if any one would have recognized them as tea-chests. As a further illustration that this is not such a bad break on the part of the artist, I refer to one of America's greatest illustrators, Howard Pyle, who, in his frontispiece, illustrating the "Ballad of the Boston Tea Party," shows almost identically the same scene, and the chests are no more broken than in the Pabst design. Is it not strange that two artists should illustrate this tea party in almost identically the same way? I believe they are perfectly entitled to take this license.

Now, in reference to Old North, or Christ Church steeple, I will admit that our artist has again taken license in this design, but to Mr. Bennett's sweeping statement that our "steeple resembles the steeple of Old North or Christ Church about as little as possible," I must take exception. Our artist has taken the liberty of placing the Pabst trade-mark in the place where the clock should appear. We have shortened the turrets somewhat, purposely to bring out the figure of Paul Revere to better advantage, but aside from these slight changes, the fragment, as shown in the Pabst design of the steeple of Old North or Christ Church, is as nearly accurate as can be drawn. Possibly Mr. Bennett may say that the lamps held by Paul Revere did not cast such rays as indicated in our design. In this, I would agree with him. On the other hand, should we take out these rays, the attractiveness of this design would be lessened fifty per cent.

It may be, being so many hundred miles away from Boston, the center of intellect, we are not so well posted in some things as our Boston friend, but when it comes to historical facts, we believe we are just as good Americans here in the West as our friend at Boston. Yours very truly,

OSCAR E. BINNER.

FROM A SYMPATHIZER.

NEWARK, N. J., May 8, 1897.

Editor of Printers' Ink:

Referring to the notice in your April issue in regard to the calendar entitled "Art Critics," Mr. Katz, Mr. Geo. B. Johnson, etc., have you not deviated somewhat from your well-known impartial reputation in this case? Do you honestly believe what you have published—that is, that it was the 10 cents that Johnson had in his mind? Can you not give him credit for just a little principle and a desire for justice being done? Can you blame Johnson for taking it for granted that the reading notice he saw in PRINTERS' INK was equal to all the previous notices he has seen therein? Do you think he would spend 10 cents or more in postage to recover 10 cents? Do you not think you would have done something similar to what Johnson did himself, under the circumstances—viz., if you had sent payment for something and

did not receive it, do you not think you would have at least expected a reply, and would you not even out of curiosity have tried to find out if the offer were a bona fide one? Hoping to see this letter printed, if it is only to raise Mr. Johnson's spirits, as he has my sympathy—"there are others"—I remain, yours very truly,

E. L. KLUMP.

HE THINKS IT VERY, VERY BAD.

JACKSON, Mich., May 1, 1897.

Editor of Printers' Ink:

I think the inclosed ad, clipped from the

WHO IS RESPONSIBLE?

Under the above question Brother Orwick says there are 300 couples in Jackson living together without the marriage vow. It is a horrible state of affairs morally, and financially it is distressing. The county loses the license fee, the clergy loses the marriage fee, and "Bennett's Art Store" loses the framing of the certificate. I can't help it. I don't know the parties. I am here waiting for the jobs, with the finest line of mouldings ever opened in Jackson.

If they will get married, and be decent, I will frame the evidence very cheap. I make frames to order, and I have some pictures that are marvels of beauty, surprising cheap. Brother Orwick intimated that art stores carried pictures immoral in effect, but he did not mean my store. He had in mind some store in Pingree's place, or the windy city of the west. My store is headquarters for the ladies' art and literary clubs, and associated charities, and theosophical ideas. Come in and wait for the cars that happen along sometimes.

W. W. BENNETT

Daily Citizen, a striking example of what advertising should not be.

Surely the Little Schoolmaster's mission is not yet fulfilled.

G. F. SNYDER.

IT'S "WARM."

The fiery effusion here printed is from the ad of Druggist Wilson, of Cape Girardeau, Mo.:

Press me closer, all my own;
Warms my heart for thee alone.
Every nerve responsive thrills;
Each caress my being fills,
Rest and peace in vain I crave;
In ecstasy I live, thy slave.
Dower'd with hope, with promise blest
Thou dost reign upon my breast.
Closer still, for I am thine;
Burns my heart, for thou art mine.
Thou the message, I the wire—
I the furnace, thou the fire—
I the servant, thou the master—
Roaring, red-hot mustard plaster.

NOT PIONEER WORK.

Mr. H. H. Warner, in his letters to the newspapers soliciting free space, says: "I have been called the pioneer among large advertisers. Whether merited or not, it is a fact that I taught the proprietary medicine advertisers that it was possible to use even pages in the newspapers at a single insertion, and receive a corresponding profit." Mr. Warner is now engaged in soliciting pages free—not pioneer work.

A CRITICISM FROM MICHIGAN.

St. JOHNS, Mich., May 4, 1897.

Editor of PRINTERS' INK:

I inclose a card which I received a few days ago from the Newton Rubber Works. The card says that "Newton tires are four times better than any other tire." I do not believe that, and I do not think any one will believe it. A four hundred per cent improvement

of the last statue several times over in a prominent store window on Main street, Poughkeepsie, and was constantly watched by a varying crowd as he carried on his ingenious work. If persuasive speaking is "saponaceous," surely this appeal must have been, and the crowd which witnessed it gave evidence of its good effects. B. J.

NEWTON TIRES

are Four times Better than any other tire.

WHY? WHY? WHY? WHY? WHY?

Because one can ride

Twice as far with Half the Exertion

than on any other tire.

Please accept inclosed Souvenir with the compliments of

THE NEWTON RUBBER WORKS,

NEWTON UPPER FALLS, MASS.

sprung on us unexpectedly, and after tires have been so thoroughly perfected, is most too much. Don't you think that if this company had claimed a fifteen or twenty or thirty per cent improvement over all other tires, and then given some plausible reasons therefor, that their advertising would have been more effective? Yours truly,

HOLLIS CORBIN.

IN BIBLICAL PHRASE.

NEW YORK, May 10, 1897.

Editor of PRINTERS' INK:

Tuttle, the printer, uses the advertisement

Now it came to pass in those days that there was one Frank, whose surname was Tuttle, a cunning craftsman and wise in the making of books, papers and all manner of stationery, such as men do use. And he gathered together much of machinery and types of divers sorts and many skilled workmen,

F. W. TUTTLE, Printer.

24 GOLD STREET, NEW YORK.
men, and came and dwelt near the way which goeth up from the river to the westward, which is called John, near unto the meeting thereof with Gold. And there he abode and wrought diligently, and men marveled at the excellence of the labor of his hands.

I inclose. It strikes me there is a certain cleverness about it.

HENRY HYDE.

SOAP ARTISTS.

POUGHKEEPSIE, May 6, 1897.

Editor of PRINTERS' INK:

The visible soap artist is a somewhat interesting feature in the window of Luckey, Platt & Co. He has, though working mutely, the dexterous manipulation of the chalk-picture-on-the-blackboard lecturer. He stands in a show window, surrounded by walls of piled-up cakes of soap, and, taking an immense block of the material from which the small bars have been cut, holds it up perpendicularly, and gouges out therefrom, with unflinching touch and great speed, some easily recognized statue. Perhaps it is Napoleon or Grant on some fit pedestal; or, it may be the Statue of Liberty Enlightening the World from New York harbor.

A few days ago an artist cut an imitation

IN THE WINDY CITY.

CHICAGO, May 4, 1897.

Editor of PRINTERS' INK:

This sign is in the window of a hardware store: "We will give you cards, but spades we are selling at 47 cents each." A firm offers a prize of \$50 for the best name for a new ladies' shoe, submitted before May 22. A bicycle suit is given free to every purchaser of a new or second-hand '96 bicyclette at one store. Signs, such as "These dresses at \$3.50 for one hour to-day," are seen at department stores. "Come in out of the wet—and buy an umbrella," is a firm's rainy-day sign. A baker uses: "Our fresh gingerbread sells like hot cakes."

C. E. SEVERN.

THE BEST TEN-CENT MAGAZINE.

NEW YORK, May 13, 1897.

Editor of PRINTERS' INK:

In reply to your query in PRINTERS' INK as to which is the best of the ten-cent magazines, I reply, PRINTERS' INK. SUBSCRIBER.

A CURIOUS STORE.

In Bainbridge, Geauga County, Ohio, not far from Cleveland, is the queerest country general store I ever ran across. Bainbridge is a small hamlet, but the store is as large and as well stocked as the average suburban store. It is kept—that is precisely the word for it—by an old widower who has no relatives in that section of the country and is practically a hermit. When the civil war began he was running a flourishing general store in Bainbridge, and made money rapidly during the succeeding four years. When peace was declared prices, which had been greatly inflated, took a sudden drop. The old fellow believed that this would be followed by a boom which would send prices skyward again, and refused to sell his goods for less than he paid for them. Down went the prices—down—down—down—and finally he was forced to close his store for want of purchasers.

To-day his store stands almost exactly as it did thirty years ago. It is stocked with such goods as are usually found in country stores, but, of course, the stock is now practically worthless.

Every day the old man opens up the place to give it an airing. He is there, too, for business, if any one chooses to buy what he has to sell and is willing to pay what he asks.

"Why, sir," he said to me, "some of the calico I've got here cost me sixty-five cents a yard in 1867. Wouldn't I be a fool to sell it for five cents?"—*Chicago Tribune*.

TRUE.

Advertising is a business; it is a study; it is hard work. It cannot be learned in a day. Its fullest results cannot be realized from a single trial. Systematic methods must be adopted and the lesson of advertising taken up day in and day out before benefits are derived. Study and work—and be patient—and eventually advertising will bring its reward.—*Ad Sense*.

NOTES.

A COUNTRY dentist out West advertises that he "spares no pains."

A PHILADELPHIA firm advertises for "a large boy to fire under a boiler."

Barks and Cackles is a paper in Topeka, Kan., devoted to dogs and poultry.

W. B. POWELL, Lacon, Ill., publishes a sheet of 100 drug ads, which he sells for a dollar.

It is said that the first art department ever established in any newspaper in the world was established by the Boston *Globe*.

It is said that Dr. Chauncey M. Depew was the heaviest individual stockholder at the present time in the *Fenny Magazine*, N. Y.

"DREAM robes, only a dollar," is an up-town haberdasher's sign. Near it, in the window, are men's red and blue flecked nightgowns.

UNDER the title of "100 Ads that Have Paid," the Star Publishing Co. of Norwich, Conn., publish the introductions to 100 shoe ads. Price, \$1.

The Michigan *Tradesman*, Grand Rapids, Mich., of May 5th contains numerous articles on How to Successfully Conduct a Retail Grocery Store.

"No NICOTINE in these CIGARS—they are sure to draw," is the legend in a Fulton street stationer's window. The so-called cigars are not of tobacco, but belong to the pencil trade.

"SUITABLE for an alderman" is one of the phrases employed in advertising a saloon for sale in one of the Chicago papers. The writer of that legend evidently knows enough to be somebody else's adsmith.

ENVELOPES are out of fashion among the elite of Germany. In place of them has come in the old-fashioned way of folding the large sheet of written letter and sticking it with sealing wax.—*Inland Printer*.

The *American Wine Press* is an interesting monthly, published by L. J. Vance, well known to PRINTERS' INK's readers as a contributor. Mr. Vance's knowledge of wines is said to be exceeded only by his capacity for imbibing them.

MR. PIERCE UNDERWOOD, who represents the *Outlook*, *Independent* and other religious journals in Chicago, issues a beautiful large catalogue which he simply calls "List." It is full of attractive half-tones, and well worth preservation for this reason.

THE little manuals that emanate from the house of T. J. Carey & Co., New York, seem to be getting more popular than ever. The latest is called "Manual of the Republic," and contains naturalization laws, the United States Constitution, and other matters of cognate interest.

THE members of the medical profession of Atlanta are much exercised over the impending trial before a medical court of thirteen of the best known physicians in the South on a charge of breach of ethics in permitting their pictures to be printed in the newspapers.—*Fourth Estate*.

"COME, give me a kiss," said a husband to his wife." All this is the startling heading of a placard on the elevated railroad put up to advertise the Atonine Dry Dyes. The husband asks the question, because his wife has so improved his hat by the use of the aforesaid dyes.

THE undertaker who occupies half of a divided store in Columbus avenue, near Eighty-ninth street, is negotiating, says a morning

paper, with a druggist for his occupancy of the empty half. The arrangement may be a mutually fortunate one, if effected, but there must be some lack of the sense of humor in the one who suggested it.

An advertising agency in Chicago has been making offers to Illinois papers during the past week for the insertion of reading matter favoring a certain measure recently introduced in the Illinois legislature. The use of advertising space in politics is likely to become an interesting feature of the advertising history of the future.—*Fourth Estate*.

THE following has been introduced into the Legislature of Illinois: SEC 1. Be it enacted by the people of the State of Illinois, represented in the General Assembly, That whoever advertises, prints, publishes, distributes or circulates, or causes to be advertised, printed, published, distributed or circulated any circular, pamphlet, card, hand bill, advertisement, printed paper, book, newspaper or notice of any kind, with intent to procure, or to aid in procuring, any patient for the treatment of any venereal disease, either in this State or elsewhere, shall be fined not less than one hundred dollars or more than one thousand dollars for each offense.

ALL IN THE TELLING.

Mr. A. Arthur Reade, an adwriter of Stockport, England, occasionally sends PRINTERS' INK pretty little specimens of his work. In a little booklet called "Jones Had a New Coat," he tells the following:

The best story may be spoiled in the telling. You remember about Jones and his new coat? Jones was poor, and when Smith met him in all the glory of a new coat, he felt called upon to refer to and admire it.

"Jones, my boy! it's splendid, but it's a wee bit short."

"That's all right," said Jones; "it will be long enough before I get a new one."

"Ha! Ha!" laughed Smith, and chuckled his way down the street.

"Why does this smiles?" asked Robinson. Smith explained that Jones had a new coat, and when he (Smith) had remarked it was too short, had said it would be a long time before he got a new one.

So with your booklet. Your booklet is the story of your business. Even if it is a good story, you must tell it well.

HOW TO SAY IT.

There is a large class who delight to shine in newspapers as wits or poets, and announce their wares in second-hand jokes or in doggerel fit to set the teeth of a dull saw on edge. If their object is notoriety or a laugh, this is the way to attain it; but if it be business, it would seem better to use the language of business. Leave clownish jests to the circus, and let sober men speak as they act, with directness and decision. The fewest words that will convey the advertisers' ideas are the right ones.—*Horace Greeley*.

♦♦♦ VALUE OF SECOND-HAND LETTERS.

Letters of late date in original envelopes are worth money; those containing orders with money inclosed are the most valuable. The class in answer to anything offered "free" are the lowest grade, bringing a mere nominal price, and are usually bought up by publishers who want to sustain a high-water mark in circulation in order to augment their advertising rate which the flooding of the country with sample copies enables them to do.—*Advertiser's Guide*.

TYPES AND PRINTING.

The first American power press was invented in 1822 by Treadwell. Printing in raised characters for the blind was invented in 1827. The London Booksellers' Association, a monopoly, was formed 1829. The Washington press was invented in 1829 by Samuel Rust. In 1830, 852 papers, 50 daily, were published in this country. In 1830 a sheet 13,800 feet long, 4 feet wide, was made in England. The Adams press was invented by Samuel Adams, Boston, 1830. Cloth binding superseded boards and vellum about 1831. In 1836 Baxter patented a process of picture printing by different blocks. In 1839, 2,032 volumes of new books were printed in London. Rubber backs to very heavy volumes were introduced in 1841. Anastatic printing, transference to zinc plates, was invented by Baldermus, 1841. The first illustrated paper was the London *Illustrated News*, 1842. A type setting machine was invented by James Young in 1842. The rotary press was invented by Hoe, of New York, in 1847. In 1848, during the French Revolution, 400 new papers sprung into existence in Paris. In 1843, 1,631 journals were published in the United States. The papier-mâche process was first used in France, 1848, for books. In 1850, 2,526 papers were published in the United States. Printing types were first electrofaced with copper about 1850. Color printing by machinery was first done by Leighton in 1851. Stereotyping was used for printing the London *Times* in 1856. Engraved copper plates were first electrofaced with iron about 1855. Hoe's American press was introduced into London in 1858; 25,000 an hour. In 1860, 4,051 journals were published in the United States. In 1860 the American papers printed 928,000,000 copies. In 1861 the papier-mâche process was used in New York for dailies. In 1862 vulcanized rubber was employed for printing by John Leighton. The Walter press was invented for the London *Times* in 1861; \$7,000 an hour. In 1868 Marinoni's press at Paris printed 36,000 an hour. In 1870 there were 669 paper factories in the United States. In 1870 there were 5,871 newspapers printed in the United States. In 1876 Meyerstein patented process of printing many colors at one impression. The Ingram web-rotary press, for illustrated papers, was put in use in 1877. The Clowes type-setting machine, electric, was exhibited in London in 1877. In 1880, 4,393 new works and 1,475 reprints were issued in England. In 1881 there were 980 daily, 8,778 weekly and 1,075 other papers in this country. The aggregate copies of American papers issued in 1880 were 2,077,650,675. The daily newspapers began the use of illustrations about 1884.—*The Country Editor.*

LIBERAL POLICY OF "THE TIMES."
If the London *Times* has secured Rudyard Kipling as its Cretan correspondent at \$5,000 a month, it must be remembered that the service is dangerous and the man famous. The *Times* is a liberal paymaster, and getting the best opinions and services, it maintains its lead as the most famous journal printed in the English tongue. Its Paris correspondent is reported to draw \$20,000 a year and the expenses of his clerical assistance. Correspondents at Vienna, Berlin and other capitals receive salaries that guarantee their allegiance to the *Times* and enable them to maintain that good appearance so essential to obtaining entrance to and footing in European society. The *Times* always does great things in the quiet way habitual to those to whom their performance is easy. When a

Canadian murder case which possessed great interest for readers in England was in progress in Ontario, the *Times* published a daily verbatim report, covering columns, transmitted by cable. It made no outcry about this feat; it did not direct the attention of its readers to its enterprise. Such things it maintained by its attitude were so common with the *Times* as to be expected by everybody, and therefore required no comment.—*Newspaperdom, New York.*

BATES' ESSAY ON MAN.

Man is a very complex animal. He was born with a great many wants implanted in his nature. As the world grew older, new wants came to the surface. In many cases—in most cases—he did not know he had those wants, until the means of gratifying them were offered. Very often it was through advertising that the means were offered, but that advertising did not create the demand. It merely announced that the time had come when that particular want could be gratified. All the discoveries of science and mechanics belong to this class. In time to come, man will find new wants within himself. He will demand things about which he knows nothing now. And then some sophist will arise up and say that the advertising used to announce where these new demands may be supplied has created the demand. Advertising in every instance tells where a demand may be supplied. It never creates the demand. He who thinks otherwise does not know what advertising is.—*Chas. Austin Bates' Criticisms.*

FOR IDLE PEOPLE.

The San Francisco *Bulletin* inserts in the middle of one of its pages containing "want ads" the following notice of competition:

"Find among the classified advertisements the last name of a popular well-known author comprising 7 letters. Each letter is the beginning of a word, and confined to one advertisement in this Saturday's *Bulletin*'s classified columns. The first letter is the sixteenth from the beginning of the ad. The individual sending the correct name and the greatest number of other names of well-known authors in the same ad, using the same system, will be awarded a prize of \$2.50. The one sending the second greatest number, including the correct one, will receive \$1.50, and the third will receive \$1. Find the advertisement, cut it out and send it to the Prize Editor, *Bulletin*. All answers must be sent by mail, and the first ones mailed will be recognized. The hour on the postmark will be taken as the guide. Do not send special delivery."

APPEARANCES ARE DECEPTIVE.

Many a sweet young thing with a soft face has hard elbows in a bargain-day crowd.—*The Buyer.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—To buy, notes on John Wedderburn & Co., from editors. NEWS, Gaylesville, Ala.

WANTED—Printers to try our half-tones. 1 col., \$1; 2 cols., \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

PRINTERS' INK.

ADVERTISER'S ADVISER avoids risks and booms business. Particulars free. PROF. ANDERSON, P. I. 57, Masonic Temple, Chicago.

CARTOONIST desires position: good on portraits and also cover assignments; samples submitted. "ARTIST," Box 138, Harrisburg, Pa.

WANTED—Advertisers to know that the **Newspaper**, Sunday and Weekly, has been in existence for 15 years. Sunday, 2 cents a copy; weekly 50 cents a year. Reaches the best homes. For rates write C. M. SHAFFER & CO., Youngstown, O.

ONE of the best-known advertisement writers and managers in New York wants a position with a large manufacturer or merchant at \$6,000 a year for entire time or \$3,500 for part time. There are 20 firms in New York who would want this man quick if he were at liberty to give his real name in this advertisement. Address JOHN BLUNT, P. O. Box 18, Madison Square Branch New York P. O.

MAIL ORDERS.

HOW to make money in the mail order business. Address T. J. CAREY & CO., Publishers, 22 City Hall Place, New York.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the GEO. P. R. WELL ADVERTISING CO., 10 Spruce St., New York.

STEREOTYPING MACHINERY.

POTTER job stereotyping outfit is practical, type always cold, no beating with a brush. Send for book. B. F. CURTIS, 134 Leonard St., New York.

SPECIAL AGENTS.

H. D. LA COSTE, Special Newspaper Representative, 38 Park Row, New York, is of value to first-class daily newspapers that want more advertising.

MISCELLANEOUS.

ANY boy can make good money retailing Dixiana Root Beer. Large profits made, no capital required. This is no "fake" or you would not see it in PRINTERS' INK. DIXIANA MEDICINE CO., Sheffield, Ala.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching BRUCE & COOK, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 16 Spruce St., New York. Special prices to cash buyers.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

FOR SALE.

COUNTRY Campbell, Executor's sale, 31x42. Good as new. A. E. NEELY, Bennett P. O., Pa.

FOR SALE—A half or entire interest in the only afternoon paper published in a city of 70,000 population. Address "A. S." care of Printers' Ink.

FOR SALE—Morning daily in manufacturing, mining and railroad district. Serves 40,000. No competition. Grand chance for a hustler with some capital. Address "DAILY ANTHRACITE," Carbondale, Pa.

SMALL print shop; cheap for cash. Address "BOX 24," Council Bluffs, Iowa.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

TROW-WHEATLEY CATALOGUE COMBINATION, Home Life Building, New York. (Factory, 201-213 East 12th St.)

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 2 West 14th St., N. Y. Press Clippings for trade journals; all subjects; best facilities.

ELECTROTYPE.

AGOOD cut inside of two inches square of any subject for 50 cents. Try them. Cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set yours up ad., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

ILLUSTRATORS AND ILLUSTRATIONS.

MONEY talks and pictures tell the story. We make cuts for 50 cents, cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

YOU can get best results by illustrating your ads. Try our 30-cent cuts. Any subject. Cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE, 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

GRAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. LA COSTE, New York.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN: 14,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

LADING newspapers in Southwestern Ohio and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

THE TIMES-UNION, of Albany, N. Y., is an exceedingly valuable advertising medium, because its readers have the cash with which to buy goods. It has a very large circulation among the very best people. JOHN H. FARRELL, editor and proprietor.

ADVERTISING CONSTRUCTORS.

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

WOLSTAN DIXEY, writer of advertising, 150 Nassau St., New York.

EFFECTIVE advertising. E. A. WHEATLEY, 257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising. E. 257 Broadway, New York.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

E. ST. ELMO LEWIS, Mgr. THE ADVERTISINGERS' AGENCY, Penn Mutual Bldg., Phila.

A DS with the right ring. Samples free. JED SCARBORO, 20 Morton St., Brooklyn, N. Y.

WRITER of good advertising matter, CHAS. A. WOOLFOLK, 446 Main St., Louisville, Ky.

REALLY good cuts at really reasonable prices. Circular for stamp. R. L. CURRAN, P. O. Box 2308, New York.

A DS, Booklets written ;Illustrations furnished. Correspondence invited. R. L. CURRAN, Room 1517, 150 Nassau St., New York.

TROW-WHEATLEY CATALOGUE COMBINATION; high-grade business-bringing catalogues. Home Life Building, New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

ABARGAIN, 16-page booklets 2½x5½, written and printed, \$1 first thousand. Send stamp for sample. C. J. ZINGG, Farmington, Me.

SIX optical, four jewelry ads printed, strikingly displayed, to new customers for \$1. Money back if not suited. C. J. ZINGG, Farmington, Me.

BUSINESS " is the title of a very small booklet which I will send to any business man. WOL-TAN DIXIE, writer of advertising, 150 Nassau St., New York.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. W. M. J. HINSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

THE janitor and the waste basket are the two bugbears of the poor circular or booklet. To keep your advertising out of their clutches have it written and printed by THE TROW-WHATLEY CATALOGUE COMBINATION. Home Life Building, New York.

MY booklet called "How"; another called "Plain Talk on a Vital Question"; another called "Making It Pay"; and my (copyrighted)

"Confidential Symptom Blank" ought to give any business man a fair idea of what I can do for him, and about what I should expect to get for doing it.

—so charge for them. CHARLES AUSTIN BATES, Vanderbilt Building, New York.

I WRITE ads for retailers and general advertisers, medical ads, circulars and booklets; in fact, anything pertaining to profitable publicity. Whatever I write, I put the same effort, the same labor, the same concentration in my work. I write no poetry, no funny, no bombastic stuff. The business man, who is as competent in his own business as I am in mine to present his busi-

ness to the public, can afford to hire my services and make money out of it. I am not inflated of my own importance—simply aware of my usefulness to the right parties. To new customers two sample ads for \$1. Money back if not suited. I will do my best to make him understand, explaining the use of a booklet for his business should ask for my prices and samples. My booklets are trade pioneers or tonics, as the case may be. My booklets are perfect in writing and printing, and my prices save you money. My booklets are effective, dignified, inexpensive advertising mediums. Every letter that leaves the office, every package that leaves the store should contain one. Send stamp for sample. C. J. ZINGG, Farmington, Me.

FINE CATALOGUES AND BOOKS.

We have just finished writing and illustrating what we believe to be the most artistic school catalogue ever prepared in the United States of America.

The order was placed last fall, and we have been working on it ever since.

Not at the time, of course, but now and then, an opportunity offered and as ideas suggested themselves.

Work of this kind should never be done in a rush. Hurry is a bad thing for fine catalogues.

We have orders now for five more illustrated books (not booklets)—to be delivered this fall.

Two for first-class newspapers, two for a great medical concern, one for the best dental association in this country.

During the coming summer we shall have time to complete one or two more books of this character besides filling the smaller orders that come in constantly.

We write correspondence from first class concern who expect to issue matter in book form next fall or winter.

MOSES & HELM, 111 Nassau St., New York.

THE name of Brill is known to every street car advertiser in the country. He has designed some of the most effective cards that have ever been placed before the public. Ask Mr. Gibbs, of Wineburgh Bros., the street car advertising agents:

Ask Mr. Rose, of Scott's Emulsion; Ask the Singer Sewing Machine Company;

Ask the Emerson Drug Company;

Ask the H. & M. Company;

Ask Mr. Snyder, of the Long Hook and Eye; They will all tell you that Brill is the cleverest designer that ever worked for them. Their testimony is conclusive. Mr. Brill now has charge of the art department of our agency. So much for the design g.

Our Mr. Lewis, who has charge of the writing, planning and executing of advertising for firms who do fifteen millions of dollars worth of business a year, is our general manager, and gives his personal attention to all business that goes through this office.

With Brian and Lewis in charge of the vital essential of ad construction, and the aid of four expert ad managers, this office has a better equipment than any advertising concern in the world. No advertiser is too small for us—none too large. We do booklets for retailers as low as \$1; with a cover, \$10; or as high as \$100, illustrated, \$25. We are at your service for anything from a seven-line reader to a thousand-page catalogue, or from a thumbnail sketch to a twenty-eight sheet poster. Write us for figures and "Our Owl." THE ADVERTISERS' AGENCY, Philadelphia and Buffalo.

business sick?

When you have filled out my "Confidential Symptom Blank" (copyrighted), I shall know enough about your business to advise you how to increase it and how to cut off some needless expense. This Symptom Blank contains over 100 intelligent business questions. No business man can read it thoughtfully and not be helped, but the greatest help is the letter of advice I write after the properly filled blank is returned to me. I will send the blank free to any business man.

CHARLES AUSTIN BATES,

Plans, Advice, Writing and
Illustrating for Advertisers.

Vanderbilt Building, N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

IP Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

IP For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to January 1st, 1891 the end of the century.

IP Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

IP Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

IP If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and
Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, MAY 19, 1897.

THE Philadelphia Record says that its circulation is principally a home circulation. Five-sixths of its entire sales are made direct to carriers and agents, who in turn deliver to permanent subscribers at their homes.

Vick's Magazine, of Rochester, has been greatly improved recently. The novel double-page wheelbarrow advertisement which has appeared in PRINTERS' INK has been widely noticed as one of the prettiest of the year. The magazine is said to reach an excellent class of buyers.

MAINE has a population of 661,086 and Louisiana a population of 1,118,587. Maine covers 29,895 square miles and Louisiana 45,420 square miles. The number of newspapers printed in each State, as shown in the June Newspaper Directory, is the same, viz., one hundred and seventy. Maine has sixteen dailies and Louisiana seventeen.

THE Canadian tariff on proprietary medicines in liquid form was, until recently, fifty per cent ad valorem. It has now been reduced to thirty-five per cent ad valorem. A gentleman who explained the matter to the Little Schoolmaster said that the reduction would probably induce quite a number of manufacturers and advertisers to consider the Canadian market.

THE Treasury Department has decided that coins containing advertising stickers are not legal tender. In rural districts it has for some time been the practice for merchants to paste

such labels on coins. These "stickers" would contain matter somewhat as follows: "Take me back to Hugh Montgomery, Paris, Kentucky, where I am worth \$1.05 in leather boots and shoes." It is against this practice that the decision is aimed.

THE name of an advertised article should be so simple that there can be no doubt about its pronunciation. This subject is suggested to PRINTERS' INK by the name of the Duquesne Bicycle. The name is French, and is pronounced DooKane, with the accent on the last syllable. Scores of people pronounce it exactly as spelled. The incidental confusion isn't a very important matter, perhaps, but it might easily have been obviated by a simpler name. "Trifles make perfection, but perfection is no trifle."

THE Equitable Building, the famous office building of New York, is being advertised in two-column ads in the metropolitan papers. The advertisement states that 23,091 persons entered the Equitable Building on the 28th of April by actual count on that day, and that this fact warrants the statement that the building may be considered as the center of business activity in the Wall street district of New York. Then follows, in smaller type, a convincing explanation of the advantages it offers to tenants.

IN answer to a correspondent, Edgar Saltus, in *Collier's Weekly*, says that if he happened to be a New York merchant in search of the best local trade he would advertise in the *Evening Post*; if he were a sempstress out of work, he would put a few lines in the *Herald*; if he were a haberdasher or corporation he would use the *Sun*. There appears to be no very great distinction in Mr. Saltus' mind between the *Evening Post* and the *Sun* as media for securing the best trade of the metropolis. All of which seems to prove that, although Mr. Saltus is a novelist, he has pretty clear ideas about how to advertise for good local trade in New York City.

IN its issue of April 21 PRINTERS' INK reproduced the cut now used by Lyon & Healy, of Chicago, called "That's My Washburn," representing two youngsters at odds over the possession of a mandolin. The statement was made that Lord & Thomas be-

lieved the picture to rival that of the Wool Soap Babies, and opinions were solicited on this point. Up to date the Little Schoolmaster has received quite a number of letters, all of them very earnest, and all declaring emphatically in favor of the Wool Soap Babies. Which suggests to the Little Schoolmaster's mind that a picture of laughing, winsome babies is far more pleasing to every one's eyes than one in which the little ones are represented with their diminutive faces all "screwed up" in anger.

THE newspaper man can learn two valuable lessons from the foreign advertising agent whom he condemns so vigorously. He could well study and imitate the agent's tact and persistence. The letters sent out by the agent are marvels of diplomacy and skill. He never loses his temper. He never talks harshly, but is always smooth, diplomatic, persuasive. The newspaper man, on the contrary, in the hurry of his office work frequently writes blunt, uncivil letters that drive away business and lose friends. The character of a man can be judged by the letters he writes. It takes but little time to be polite in correspondence and it always pays. Another lesson we may take to heart from the agent, is his persistence. He never lets up. When he goes after anything he usually gets it from sheer perseverance. He makes proposition after proposition until he finds one that will be accepted. He is a model of hanging on.—*The Missouri Editor.*

THE retail dealer is the arbiter of the fate of any product placed upon the market, and the manufacturer who ignores that fact will make a head-end collision with a disappointment as big as Pike's Peak. He comes in contact with the consumer every day, and possesses his confidence. You may advertise your article in the dailies until black in the face, but if the gentle retail dealer frowns upon it and says to his customer that it is "snide," that settles it, and the customer relies absolutely upon the knowledge and honesty of his favorite dealer, and denounces the daily paper ad as hog wash to his neighbor.—*St. Louis Grocer and General Merchant.*

Most large advertisers almost entirely dispense with advertising to the retail dealer, and find that such a course does not hurt them at all. A demand created among the public for an article will speedily cause the dealer to keep it in stock. On the other hand, of what avail is it to the manufacturer to have the dealer's shelves loaded up with his product, if the

public does not come to buy? Certainly the manufacturer will never sell the dealer a second order, no matter how largely he advertises in the dealer's trade papers.

THE man who can get along without advertising is the man who would benefit most by advertising. His goods advertise themselves. Make them known. The wider their acquaintance the more they will advertise themselves.

IN writing, in illustrating, and in all things connected with advertising, the supreme excellence is simplicity. Plain language and plain pictures. Plainness does not mean prosiness. Simple words can be made to convey a powerful message. The most artistic pictures are the simplest.—*Moses & Helm.*

THE criticism of advertising which appears in many of the advertising journals, and which would reduce everything to rules, is destructive to the ultimate health and growth of advertising, for it gives the advertising beginner the impression that success can be attained by following certain directions, when, as a matter of fact, it is achieved only by allowing one's individuality and judgment full play.

MR. CHARLES AUSTIN BATES and another man are engaged in a heated discussion in print whether advertising ever creates a demand. Mr. Bates contends that it never does, but only shows people where an existing demand can be supplied. The other man argues, with some show of reason, that in the case of new articles with which the public has previously been unacquainted, the demand is really created, for until the appearance of the article no one has known enough to demand it. Mr. Bates replies that in such cases the demand has always existed, even though the subject himself may have been but dimly conscious of it. The Little Schoolmaster is of opinion that the whole question is an unimportant and trivial one at best, and that it hasn't created a demand for more discussion of it, although it has shown where such a demand can be supplied.



THE flame border of the American Typefounders' Co. is one of the most effective borders of the day.

ADVERTISING FOR RETAILERS.

Advertisers every where are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

A shoe ad, containing a very graceful though somewhat *risqué* picture, has been sent me by Harry Ulmer Tibbens, of the *Rural Press*, which opens a wide field of discussion as to the policy of using a cut of this kind in advertising, and especially in advertising which appeals to a woman. Personally, as to the cut in question, there is nothing immodest or objectionable in it, from my point of view. But then I am a man. There never was a time when the intimate articles of woman's apparel were advertised so profusely, and so liberally and frankly illustrated as now. It seems puritanical and prudish to say that the most of this advertising is objectionable, when it is artistically and happily drawn. And yet I am sure that much of it does harm. A great deal of care must be used in this kind of illustration. In the cut before me, a great deal more hosiery and lingerie is shown than is absolutely necessary for advertising shoes, but there are other articles which can hardly be shown in their places without giving offense to prudish people. Now, the money of prudish people and the trade of prudish people is just as good and just as necessary as that of people of more enlightened views. There seems to be a great deal of false modesty and a great deal of "rot" about the talk that is made about such things. But I have vividly in mind a certain large dry goods firm which made a big mistake in a matter of this kind. In a conspicuous space on the outside page of a home evening paper they ran four full-length pictures of four attractive, shapely women wearing the union suits they wished to advertise, and wearing nothing else. The figures were about five inches high, and "showed up" splendidly. Well, it wasn't a very large city, and those pictures made a hit, but not the kind of one the firm intended. I have seldom heard such a storm of indignant comment as those innocent pictures awakened. Some well-meaning women wrote or told the management of the paper that they would stop their subscriptions if they ran the ad again. Others did stop it.

And many told the firm what they thought of it. The W. C. T. U. had a great deal to say about it, and scored the paper by resolutions. I know the store lost trade it could not afford to lose, and I know it forever prejudiced a large number of women against that store, and that they never would buy of it afterward. I don't think there was anything bad about the pictures. I thought they were pretty, and so did many other men. They would have reached nearly the whole masculine population of the town if they had been advertising something for men. But it isn't a question of morals at all. It's a question of business. A store that is after a woman's trade cannot afford to run the risk of offending squeamish women. And then, maybe, the women are right, after all.

* * *

R. R. Shuman, advertising manager for the Deering Harvester Company, of Chicago, sends me a full-page ad he is using in the *Farm Implement News*. I do not know what Mr. Shuman is paying for this space, but I hope it is not much, for I do not see how it can do the Deering Company any good. The greater part of the page, which is a large one, is occupied with a crude cut. The scene is an astronomical one. A conventional sun shines in the middle, labeled, "The center Deering of the system." A half a dozen worlds or moons are chivvying around this sun, with the side toward the sun white, and the other side wrapped in total darkness, all marked "imitator." The letter-press says:

It Shines for All.

The Deering sun dispels dark toil from pole to pole. Competitors shine only with reflected light. Year by year they borrow the inventions originated in the Deering shops. And this is the reason why it pays to be a Deering agent.

Wouldn't you like to deal out Deering sunshine to the farmers?

There is nothing about this ad which ought to persuade an agent for agricultural implements to sell Deerings. It tells him nothing about the Deering Harvesters, their strong sell-

ing points, their advantages, why they are so much better than other harvesters. And the ad is confusing in its idea, questionable as it is. "Whose dark toil does the Deering sun dispel? That of the imitator who shines by reflected light, that of the agent, whom it pays to sell Deerings, or that of the farmer, to whom Deering sunshine is to be dealt out? The cost of making this huge, crude cut would have produced an attractive picture of a Deering harvester, or of some essential working part, and the letterpress should have given some really good reason why agents should sell Deerings. It may be true that "It pays to be a Deering agent," but why does it pay? There must be some better reason than the fact that imitators steal all their good points from them. This has been a characteristic of imitators from time immemorial. They always steal the good points. If this is true, and the Deering people have actionable ground, they had better pursue this part of the subject in the law courts, and not make indefinite and hazy statements in their ads. The less said about competitors and imitators in the advertising, the better.

"Pedigree of Blacks and Tans" is the title of a clever little shoe catalogue issued by The Hub, Chicago. The cover further shows a picture of an alert little dog of this breed looking out of a shoe. Inside is another novelty in shoe catalogues. The illustrations are all from actual photographs of the shoes, and the tan shoes are printed in chocolate brown ink, making a striking likeness of the shoes themselves. The black shoes are, of course, printed in black ink. This is one of the best shoe catalogues I have ever seen.

The Hamilton (Ont.) *Times* runs small ads of itself in its columns. The idea is good; the ads are some of them bad. Here is one:

"Ignati Nulla Cupido,".

being interpreted freely means, "Nobody wants your goods unless they know about them." They'll know if you advertise in the *Times*. Not a doubt of it.

It is not good English to say, "Nobody wants your goods unless they know about them," even if it were true. It is not grammatical, because

"nobody" is singular, and "their" is plural. It is not true, because advertising does not create a demand. It merely tells where one may be supplied. A newspaper, of all things, should be careful of both its English and its facts in its advertising. A newspaper is supposed to be a purveyor of both facts and English. The facts are more important than the grammar, but either error is needless.

This one is better:

In the Homes!

That's where to push your business. People have time to think there; they haven't at your counters. Make the sales there. How? Ask at the *Times* counting-room. The *Times* goes into the homes of the buying public.

DO YOU CATCH ON?

And this one is better yet:

A Go-Between.

You are a seller seeking buyers, or a buyer seeking sellers. Advertising brings those classes together and facilitates business. "A wink is as good as a nod," etc.

THE "TIMES" CAN HELP YOU.

The *News*, of Burlington, Vt., is another of the growing list of papers that wisely offers assistance to its advertisers. John T. Clapp is solicitor for this paper. He helps the advertisers write their ads. Some of his ads are distinctly good. Here is one that I like:

That Taste

that you get in bakery and hotel baking is what we avoid. It's a difficult taste to describe, but every one knows it—and dislikes it. Our baking has the domestic flavor.

KENT'S, 101 CHURCH ST.

This coffee ad is equally good, but the printer has made a mistake in punctuation, and it reads a little strangely:

A SIMPLE TEST.

It's easy to tell the really "best" coffee. It has almost no black or split berries, but cheaper grades—just loaded with 'em! Examine our "best" Java or Mocha and you'll see the difference. We charge 38 cents a pound, and it's worth it.

GRAND UNION TEA CO.

For good things well done commend me to Rogers, Peet & Co. Their little booklet about "Livery" comes to hand

in a dress which simply cannot be improved, any more than can be the matter it contains. The cover is a rich golden yellow, with a design that is simple and artistic. The reading matter is interesting to any one, whether the question of the proper tiring of his retainers is a question that troubles him or not, or whether he has any retainers. In the guise of information about the correct dress of footmen, coachmen and indoor men, it very cleverly advertises the livery sold by Rogers, Peet & Co. The illustrations scattered through the book are very artistic. I have seldom seen anything better done. Any one who desires to know anything about livery, as well as any one who would like to see a very good advertising booklet, should inclose a stamp to this firm for a copy, and I have no doubt it would be glad to send one.

* * -

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—Ed. P. I.]

*For a Gas Stove.***Keep Cool
When Cooking**

the summer meals—use a Gas Cooking stove. You'll find the gas consumed will cost a great deal less than it would be necessary to expend for fuel. Grand stock of Gas Cooking Stoves—all sizes—\$8 up.

*For a Shirtmaker.***A LITTLE HIGHER**

IN Price

BUT...

Our Shirts cost you a little more than the ready-made kind, but they are a great deal better. We put into them better material, more painstaking work—and then there's the satisfaction of having them just right.

*For a Jeweler.***A Dainty
Woman's Toilet**

may be beautiful in its simplicity, but it is really wonderful how it is brightened up by a piece of jewelry—if it is of good taste.

The sparkle of a precious stone, the sheen of a bracelet, the rich yellow of a golden chain against a creamy neck, all these serve to bring the beauty of the wearer into strong relief. All of them are here in this store.

*For a Shoe Dealer.***Goody
Two Shoes**

is a popular tale with the little folks, and always will be. But it is no more popular than are the two good shoes which make up every pair we sell for children's wear. We pay special attention to the foot coverings of the little tots. Children's and Grown-up's Shoe Store.

For any Business.

It is a pleasure to buy here. The best possible way to please a customer is to have what he wants, and not try to persuade him to buy what we want to sell. We want to sell everything, one as much as another.

*For a Drug Store.***The Sun Runs**

our soda fountain. He makes people so thirsty we couldn't sell stale soda if we wanted to.

There is nothing so refreshing on a hot day as a glass of soda—if it's good.

What good soda is you'll never know until you've tried ours.

*For any Business.***You are Welcome.**

We want to make it so pleasant in our store and so economical for you to trade here that you will not want to go anywhere else. We want your own experience to teach you that you may have confidence in us.

*For a Grocer.***Canned Goods**

are not always what they seem. Bright labels can cover very poor qualities. We see to it that only reliable goods get into the store. The little prices simply come from great and wise buying.

*For a Furniture Store.***It Won't
Come to Pieces.**

The furniture we sell has good, solid character. The joints are strong and are well braced where they should be. We look out for that. There are plenty of ways of slighting furniture. There is neither lack of knowledge nor lack of care in this store.

*For a Carpet Store.***Summer
Floor Dressing.**

Made of finest Japanese mattings, clean, cool and comfortable, smooth and easily kept clean. We have them in large variety of Japanese weaves and colorings; summer all over the house with these ideal floor dressings.

THE MAIL ORDER BUSINESS.

Well meaning people frequently write to our advertising manager for advice as to what branch of mail order business will pay them best to start into. Now that's a question we cannot answer—it is altogether too broad for us. We do not consider that there is any particular choice. Some men reap a harvest out of the sale of general merchandise by catalogue, others by selling a specific remedy for some disease, others by handling books that they publish themselves, and there are many other lines of which we all know. We know one man who made over \$25,000 in three years by buying old coins and selling a book pertaining to them, while advertisers in other lines couldn't make out how he paid his expenses.—*Our Silent Partner.*

ARRANGED BY STATES.

*Advertisements under this head 50 cents a line.
Must be handed in one week in advance.*

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d.
8,000 S., 9,000 w. LA COSTE, New York.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea-table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation, covering every issue 1896, Daily, 8,745 Weekly, 6,600. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday NEWS; established 15 years; 2 cents a copy; sworn circ'n 4,220 copies. Reaches the best homes. RATES: 20 cents an inch each insertion. C. M. SHAFFER & CO.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE, makes money for itself and will make it for you. Thoroughly up to date with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts.

City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages,

Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co. W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Onusley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.**THE "P.-I."**

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

CANADA.

\$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

A
Newspaper men, the busiest of individuals, regard Hartigan's Pocket Manual as a time saver; accurate and reliable in every item.

BOOK

Proofreaders regard this Manual as a marvel of utility, neatness and convenience; to them it is simply indispensable.

YOU

Typewriters, why worry over those vexing "compounds" when they are so admirably simplified in this popular Manual?

CANNOT

Compositors say "it is a gem," and the best ever published as an aid to the every-day typist.

BE

Public Men like it because of its useful and reliable data in matters of political history.

WITHOUT

100 pages; size 5½ x 2½ inches. Neatly bound 25c., leather 50c. Russel leather, indexed 75c. Cost returned if not satisfactory. T. J. Carey & Co., 18 City Hall Place, N. Y.

Art and Facts

"Art wins the heart." Facts touch the pocket. You must do both in advertising. I write and illustrate advertising matter. I put art into it; also facts; mixed with the best brains I have. If you will write me the facts about your business, I can help you to do the best advertising. Send for my booklet, "Business."

WOLSTAN DIXEY,

Writer of Advertising.

150 Nassau St., New York.

Why Discourage

Your advertising department, your circulation department and your business department by continuing to operate machinery which your paper is rapidly outgrowing?

The interest on the first cost of a "MULPRESS" or a "NEW MODEL" is not to be compared to the money lost by continuing to operate an insufficient mechanical department.

**Campbell Printing
Press & Mfg. Co.**

6 Madison Avenue, New York
334 Dearborn Street, Chicago

1
—
5

the population of Williamsport, Pa., read the

**Williamsport
Gazette and
Bulletin**
6,000

copies, guaranteed daily circulation.

**H. D. LA COSTE,
38 Park Row, New York.**

The Advertisers' Agency, Philadelphia.

FRIENDS' PUBLICATIONS.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

1. **The Teachers' Quarterly** is published for the Sabbath School Superintendents and Teachers.
2. **The Advanced Quarterly** is intended for the main body of the Sabbath School.
3. **The Intermediate Quarterly** is for a younger class of pupils.
4. **The Primary Quarterly** is for the infant class. These Quartetlies have a combined circulation of over 31,000, and are kept in the homes for three months; the advertisements cannot fail to attract attention.
5. **Our Youth's Friend** is a literary paper for young people. The average circulation for the past year has been 11,119.
6. **Our Little Folk's Magazine** is intended for the little ones. Mothers are delighted with it, and any advertisement in it must claim their attention. Circulation, 4,000.
7. **The Christian Arbitrator** This is the Friends' publication on Peace and Arbitration. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising. Entire circulation of the papers is, over 50,000.

FOR RATES APPLY TO THE
Publishing Association of Friends,
CHICAGO, ILL.

DANGER SIGNALS

A Manual of Practical Hints for General and Retail Advertisers.

This book contains the following articles:

Danger Signals, W. H. Eastman, (\$100 prize article). The Wanamaker Advertising Idea,

Manly M. Gillem

Hammering It In, D. B. Updike

The Antidote For Dull Times, Wm. H. Maher

Advertising A Specialty, G. H. Powell

Success in Advertising, A. F. Isakowics

The Line of Least Resistance, Benj. Webster

The Art of Writing Advertisements, Chas. F. Wingate

Shopkeepers' Advertisements, N. A. Lindsey

Facts, Wolstan Dixey

Hints on Advertising Typography, W. W. Pusko

PRICE, 50 CENTS.

It is bound in stiff green paper cover, is of convenient pocket-size, printed on super-calendered paper with new type. It is full of practical suggestions for advertisers. Sent, postpaid, on receipt of price.

Address

**GEO. P. ROWELL & CO.
PUBLISHERS,**

10 Spruce Street, New York.

Make . . .
Advertising
Pay . . .



THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896
to no less than**15,035 Families**

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches
15,035 families must pay
advertisers.

A Larger
Circulation than
all the other Albany
dailies combined.

Present high
standing won
on merit.

THE

TIMES-UNION

Albany, N. Y.

As an
advertising
medium it
is unequalled.

Four Editions daily
of four, six or eight
pages.

JOHN H. FARRELL,

Editor and
Proprietor.

-Ever Since
'71

The Helena (Montana) Independent

has grown in circulation
until now, in a city of
13,834,

it has a circulation
of

6,400 Daily, 6,800 Sunday
and
3,500 Weekly

H. D. LA COSTE
38 Park Row New York

Written and designed by The Advertisers' Agency, Philadelphia and Buffalo.

Texas is the greatest State in the Union.
There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.
The STANDARD has the largest circulation
of any religious paper published in
the Southern States.

The following affidavit proves that
fact:

WACO, TEXAS, February 3, 1897.
TO WHOM IT MAY CONCERN:
This certifies that the smallest number of
complete copies of the TEXAS BAPTIST STANDARD
printed during any week of 1896 was
21,500.

J. B. CRANFILL, Proprietor.
(Seal.) T. M. HAMILTON, Pressman.
ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J.
B. Cranfill, T. M. Hamilton and St. Clair
Lawrence, this 3rd day of February, 1897.

JNO. T. RATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.
Write to the **TEXAS BAPTIST STANDARD**,
Waco, Texas, for sample copy
and rate card.

The Commercial OF TOLEDO

under its new management is steadily increasing in circulation. It is the only morning paper published in Toledo, and the way it sells in Toledo and Northwest Ohio now, looks like the people appreciate it more than ever. It reaches the best homes, because it's that kind of a newspaper. The Toledo Commercial leads the way to prosperous business for its advertisers.

W. E. SCOTT,
EASTERN REPRESENTATIVE
American Tract Bldg., N. Y.

More Copies
of

THE RICHMOND STATE

are read
every afternoon
than any other
afternoon paper
in Virginia, and the
best people in Vir-
ginia read it

H. D. LA COSTE,
38 Park Row,
New York.

Written and designed by The Advertisers' Agency, Philadelphia and Buffalo.

The Argus

Is the Brightest and Best Newspaper published at Albany, N.Y. Its circulation is increasing. Its advertising patronage is increasing.

The Argus is 85 years old and every day adds vigor and strength.

Send for rates and sample copies. Daily, Sunday and Semi - Weekly.

**The Argus Co.
Albany, N. Y.**

WATCHING OUT.

EVERY member of 650,000 family circles is watching out for the June Edition of LANE'S LIST. The papers are looked on like members of the family coming home. That's why they pay. The whole family relies on them for information of bargains and everything you wish to bring to their attention. Why don't you write me for information? It'll cost you, say, five minutes' time and a two-cent stamp.

**WALTER D. STINSON,
Augusta, Maine.**

The Seattle Post-Intelligencer Is Not the Whole Thing

Out in the Northwest, but it is the best advertising proposition in the State of Washington. Its field does not include Oregon, Utah, California, Montana, Wyoming nor the entire territory west of the Rockies.

BUT IT IS READ IN EVERY NOOK AND CORNER IN WASHINGTON,

A large portion of British Columbia and Alaska. It gives advertisers double the circulation of any paper in the State.

In 1896 the POST-INTELLIGENCER carried more inches of paid advertising than any other paper north of San Francisco on the Pacific Coast.

Seattle Post-Intelligencer.

A. FRANK RICHARDSON.....	Eastern Representative
S. P. WESTON.....	In Charge of Advertising
JAMES D. HOGE, JR.....	Business Manager

The Evening Wisconsin.

FIFTIETH YEAR.

MILWAUKEE, MAY 1, 1897.

THREE CENTS

THE LEADING NEWSPAPER.

The Evening Wisconsin is easily the leading newspaper in the city and State. Its influence throughout the commonwealth is felt far more potential than that of any other single journal, whether printed inside or outside of its boundaries. It is read in more homes than any other publication. All first-class advertisers in Milwaukee use The Evening Wisconsin, and they average to pay it more for the same space than they do any other paper in the city. The reason for this is that The Wisconsin readers are the most numerous and the best purchasers. It is the only English paper that prints a daily sworn statement of circulation. Estimates for advertising sent promptly on application.

OUR PRINTING DEPARTMENT.

**It is Equipped with the Latest
Material, Fastest Presses and
Most Skillful Workmen.**

Connected with The Evening Wisconsin is one of the largest printing offices in the country. More than one hundred thousand dollars are invested in the most modern presses, latest styles of type, type-setting machines, bindery, stereotyping, etc., etc. The very fact of this department being so large has placed it in a position to demand the attention of large users of printing of every kind.

Our facilities are such that we readily handle orders running from ten millions to forty millions impressions, delivering the same on or before the specified time. We have printed editions of bound volumes for Universities, that have exceeded sixty thousand copies, have printed millions upon millions of educational documents for the Republican National Executive Committee, and are almost constantly printing vast quantities of Railroad Folders and Maps in colors.

The Catalogues of some of the largest manufacturing concerns in the West bear the imprint of The Evening Wisconsin.

Anything in the printing line is our specialty. Every job that is placed with us is given careful, painstaking attention, and from the moment the copy for the same is received until the completed work is finally delivered, it is under the watchful eye of a competent superintendent.

THE PRINTERS' INK SAYS :

"The Boston Transcript, Brooklyn Eagle, New York Evening Post, Philadelphia Telegraph, Washington Star, Chicago Post, Milwaukee Wisconsin and San Francisco Bulletin are evening papers of high character, and go into homes and have a worth to advertisers beyond the mere figures of their daily circulation. They have no waste circulation. Every copy goes into a home, and goes there because it is wanted there. The foregoing small list constitutes a very choice group of papers. If there is any other evening paper anywhere that has a better right to be named than one of these, *Printers' Ink* would be glad to be furnished with its name and to consider the reasons set up by its publishers for a place among the eight."—[*Printers' Ink* has added the Indianapolis News to a place among the eight.]

THE LAYTON ART GALLERY.

Milwaukee, Wis.

**E. C. ELDRIDGE,
CURATOR.**

MILWAUKEE, Feb. 22, 1897.

MR. JOHN W. CAMPSIE, Manager Printing Department Evening Wisconsin:

DEAR SIR—I am in receipt of the advance copies of the Layton Art Gallery Catalogues, and I wish to thank you for the beautiful appearance of the same. We expected some choice work when we placed the order with you, and we certainly have no reason to complain. The work is quite perfect in detail, and the half-tone inserts are the finest I have seen produced in Milwaukee. It should be gratifying to know that we have an establishment at home which ranks among the foremost in the country in the class of work it produces.

As we expect to sell these handsome Catalogues at the Gallery for twenty-five cents each, and desire to give the friends of the Gallery a souvenir which would be well worth the small sum asked, it is with pleasure that we take the opportunity of offering our appreciation to you for the manner in which our mutual interests were guarded.

Very truly yours,
EDWIN C. ELDRIDGE,
Curator of the Layton Art Gallery.

Side Talks with Advertisers

Talk No. 3. Character of a Paper.

A paper's character is the most important point for an advertiser to consider. It is its mark of worth to the public. If it's worth something to the public, it is worth something to the advertiser. An ad takes on something of the character of the paper in which it appears. If the paper is respected, the ad will be; if the paper is sensational, the ad will be discounted in its selling force.

THE DETROIT FREE PRESS

has the confidence of the public of the United States. It has had it for the past sixty-four years. It goes into every town in every State of the Union. It is read, not for its sensationalism, but for its readability. And an ad placed in it is read by over 37,000 people every day.

R. A. CRAIG,

41 Times Building,

New York.

The Evening Star.

WASHINGTON, D.C.

May 3 1897.

Publisher Printer's Ink.

New York N. Y.

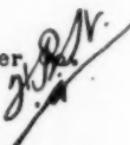
Dear Sir:

Will you please use a page of Printer's Ink in announcing that The Star broke all its former advertising records last month by printing 1584.46 columns of paid advertising - an average of 61 columns per day, no Sunday edition being issued. We believe that this total considerably exceeds the advertising of any other six day paper in the country and is exceeded by not more than five or six papers with Sunday issues.

Surely if there is any virtue whatever in the old adage that "the proof of the pudding is in the eating" here is eloquent testimony of the appreciation of The Washington Evening Star's advertising columns by those who use them.

Very Respectfully,

The Evening Star Newspaper



LARGEST NEWSPAPERS IN RHODE ISLAND,
LARGEST CIRCULATIONS IN RHODE ISLAND.

The Circulation of the

EVENING TELEGRAM

Is Larger *than that of any other daily newspaper published in Rhode Island.*

The circulation of the

SUNDAY TELEGRAM

is at least THREE times larger than that of any other Sunday newspaper published or sold in Rhode Island.

SALES FOR APRIL

Total for Evening Telegram, 857,476

Average daily, Evening Telegram, 31,826

Total for Sunday Telegram, 131,572

Average per Sunday Telegram, 32,893

How the TELEGRAM is appreciated by the business men and advertisers generally the following figures show:

During the month of April there was published of paid advertising in the Sunday Telegram 5,472 Inches.

During the same period there were published by all its competitors of all kinds of advertising, paid and unpaid, 1,981 inches.

A difference in favor of the TELEGRAM of 3,491 inches.

A SIGNIFICANT COMPARISON

One of the best guides to the value of a newspaper's circulation to the business man is the advertising patronage it exhibits. A comparison of the TELEGRAM'S advertising columns with those of the foremost newspapers of the East, places the TELEGRAM in the front rank. The following comparison is for

Sunday, May 2,
1897.

		Total Col. ns.	Cols. of Ads. To Total.	Per Cent.
New York Herald.....	396	180	45	
Boston Globe.....	352	161	45	
Providence Telegram, 224	79	36		
New York World.....	336	112	33	
Boston Herald.....	384	126	32	
New York Tribune.....	204	63	30	
New York Times.....	168	50	29	
New York Sun.....	224	54	24	
New York Journal.....	462	100	21	
New York Press.....	224	40	17	
Providence Journal.....	144	24	16	
Boston Journal.....	192	21	11	

THE COUNTRY GENTLEMAN

The Leading Agricultural Journal of the World.

**HAS A CONSTITUENCY
INCOMPARABLY SUPERIOR IN PURCHASING
ABILITY TO THAT OF ANY RIVAL.**

Subscribed to regularly by dozens of the luxurious Clubs in large cities.

The Favorite Paper of Millionaire "Fancy Farmers," who buy whatever they need for their country places without much regard to cost.

PRINTERS' INK has " said editorially that it | meets the eyes of an unusually large number of the class known as gentlemen farmers and is in demand among advertisers desiring a circulation of the very highest class. , , ,

Twenty large pages weekly, freely illustrated, and carefully printed on fine paper.

Advertisements tastefully set and carefully classified.

ONE INSERTION: 40c. per line; \$5.60 per inch.
Liberal Discounts for Continuance.

SUBSCRIPTION PRICE, \$2.50. SEND FOR SAMPLE COPIES.

LUTHER TUCKER & SON, PUBLISHERS, ALBANY, N. Y

Why do you think advertisers spend thousands of dollars each year in the

Vickery & Hill List?

We have several customers that each spend about \$10,000 per year and have done so for several years. Our largest customers are those who can trace results, but we have a representative list of the big general advertisers who never buy space, except when they are satisfied that the medium is a good one. How are these? Every one of these advertisers used the

Vickery & Hill List DURING 1896.

ENAMELINE,	SWANSON RHEUMATIC CURE CO.,
LORING & CO.,	
WELLS, RICHARDSON & CO.,	J. C. AYER CO.,
LYDIA E. PINKHAM MEDICINE CO.,	C. I. HOOD & CO.,
WINSLOW SOOTHING SYRUP,	LONDON TEA CO.,
WARNER SAFE CURE CO.,	SCOTT'S EMULSION,
CHURCH KIDNEY CURE CO.,	STERLING REMEDY CO.,
T. A. SLOCUM MEDICINE CO.,	INDIA CEYLON TEA CO.,
HARPER FURNITURE CO.,	HALL'S HAIR RENEWER,
REVERSIBLE COLLAR CO., and many others.	

Have you investigated this list? Perhaps you are losing that which would add materially to your profit. Why not ask some one who does know about it?

A CIRCULATION OF 1,500,000 PER MONTH
IS AT YOUR SERVICE.

C. E. ELLIS,
SPECIAL ADVERTISING MANAGER,
401-2-3-4 Temple Court, N. Y. City.

BOSTON OFFICE:
72 International Trust Building.
E. R. GRAVES in charge.

CHICAGO OFFICE:
903-4 Boyce Building.
W. J. KENNEDY in charge.



THE DAILY HOUSTON POST

goes in club packages to
379 Post-Offices

in TEXAS and LOUISIANA every day.

THE POST sends more papers into the homes of these towns than any other newspaper. THE DAILY POST also sends three or four papers each to hundreds of small offices every day in single wrappers not counted above.

THE SEMI-WEEKLY POST

goes in club packages to
1413 Post-Offices.

DO YOU WANT TO REACH THE PEOPLE IN THESE TOWNS? ...

You can see the lists and get rates by dropping a postal to or calling on



1855.

OLDEST
YET
NEWEST

1897.

The Peoria Transcript

is the oldest daily paper in Central Illinois, having been published forty-one years without change of name. It is yet the newest in the matter of progressive enterprise. It was the first of Peoria papers to use Mergenthaler typesetting machines; first to conduct an illustrated newspaper and now has a regularly equipped illustrating department with its own artists. It's the one paper the people look to to get *all* the news in full. It has, therefore, an excellent clientele, circulates among the people who buy and pay for what they get. Gives advertisers the most satisfactory returns. If it were not so, contracts would not be renewed from year to year.

The Evening Times:

Peoria's popular penny paper with a circulation exceeding 4,500. It must be used to cover the evening field.

Rates firm but not high.

THE TRANSCRIPT CO.,

Peoria, Ill.

New York Office :

1227 American Tract Society Building.

Chicago Office :

177 La Salle Street.

"Now-a-Day" "These Hard Times"

People cannot afford to spend much money — not even on newspapers — so the readers of the

Elmira Telegram

(and there are over 500,000 of them) must certainly devour *every word* in it, as it is but a 16-page paper and costs 5 cents.

Consequently — An inch advertisement in the TELEGRAM is seen and read as quickly and thoroughly as a 4-inch advertisement in any of the 24 to 60-page Weeklies and Sunday papers.

Besides — Advertising in the ELMIRA TELEGRAM is like advertising in a dozen weeklies of "medium" circulation, as it sells just as heavy in

Binghamton,	Scranton,	Wilkes-Barre,	Corning,
Hornellsville,	Ithaca,	Pittston,	Waverly,
Port Jervis,	Owego,	Bath,	Olean,
	Bradford,	Rochester,	

and also in other parts of the country.

"Try It" "That's The Proper Caper"

SAMPLE COPIES SENT AND RATES GLADLY QUOTED BY

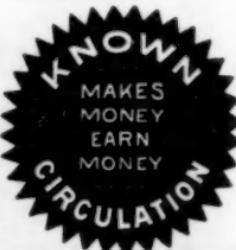


A. F. Richardson

Tribune Building,
NEW YORK CITY.

Chamber of Commerce,
CHICAGO.

Red Lion Court, Fleet St.
LONDON.





The Kansas City Times

with its guaranteed circulation of nearly **24,000** copies every day, offers to advertisers the best medium for results of any Western paper.

Proof of its paying qualities were recently demonstrated by the Bee Hive Dry Goods Company, of Kansas City, whose manager says:

KANSAS CITY, Mo., Feb. 13, 1897.

MR. FRANK P. FUOSS, Business Manager
of THE KANSAS CITY TIMES:

DEAR SIR—The effect of our advertisement in THE TIMES to-day was magnetic. So much so that an extra corps of salesmen were so busy during the day that they were unable to fully attend to the wants of our establishment. However, we were able to sell, I think, the largest amount of shoes that have ever been sold in Kansas City in a single day. The bargains which were offered through the columns of THE TIMES were eye-openers. I am fully conscious that advertising pays.

Very respectfully,

LEE J. SCHIFF, Mgr. Bee Hive.

The advertising rates of THE TIMES are as low as any paper in the country on a circulation basis.

Send for copy and rates to THE KANSAS CITY TIMES, Kansas City, Mo., or





Nothing

*is easier than to
secure a share
of . . .*

**The Millions
of Dollars
Spent in
Chicago**

Every Year!

You can do it if you advertise in

The Chicago Dispatch

*IT REACHES THE MASSES IN AND
ABOUT CHICAGO.*

Circulation 115,000 Copies Daily.

The Weekly Dispatch

50,000 Copies Weekly,

*Covers the Southern, Middle, Northwestern
and Western States.*

Eastern Office: •

517 Temple Ct.,
New York... •

HOME OFFICE:

115-117 Fifth Ave.,
CHICAGO.



A Colorado Editor says of Ripans Tabules: "For heartburn, dizziness and headache I have never found the equal of

Ripans Tabules

And other members of my family use them for various ills with excellent results. I can not afford to keep house nor run a print shop without them, nor do I believe any one else can afford not to use them. They are a wonder."

The Reason Why!

WASHINGTON, D. C., May 10, 1897.

Printers Ink Jonson, 8 Spruce St., New York City:

DEAR SIR—Inclosed find check for \$20, for which ship us at once five hundred pounds of black news ink, to be used on the inclosed paper. We wish a good quality and a real black ink. Since sending you the other order we have been trying Mr. Ullman's ink, but we find that your ink that you sent us last takes better on the paper that we use.

Hoping you will give this your immediate attention, we are, Very truly yours,

The Jaenecke, Ullman Co. were one of the first ink houses to meet my prices on news ink, but they offered credit as an inducement to secure the orders. They employed expensive traveling men to go after the business, and the cost of a bookkeeper to send out bills and statements and draw drafts, as well as the many bad debts which occur, are all added on to the cost of making their ink. *I have no agents. I keep no books. I send out no bills. I draw no drafts. I make no bad debts. If the cash does not accompany the order I hold on to the inks.*

These are some of the reasons why my news ink is the best in the world, and my job ink the finest ever produced by the art of man. If my inks are not found as represented, I am always glad to buy them back and pay all charges for transportation.

Send for my price list. Address

PRINTERS INK JONSON,
8 Spruce Street, New York.



We've had a great
big boom
on the

Brooklyn “L”

Advertisers are beginning to realize that the traffic has increased very largely during the past year, and they're flocking in fast. Nowhere can you get such display or such value.

**\$100 per month,
285 Cars,
16x24-inch Card.**

The only real “L” Road advertising in America. Nobody can equal it, let alone beat it !

**GEORGE KISSAM & CO.,
253 Broadway, New York.**

ADVERTISEMENTS

BY _____

T ELEGRAPH.

IF YOU murder your mother-in-law,
" or set fire to the City Hall, the * *
Associated Press will send the news
all over the country, and the leading
papers will print it under the heading
of "By Telegraph"—all without cost
to you.

IF YOU sell the new clock for the Phila-
" delphia City Hall or supply your
brand of champagne for the Patriarchs'
Ball at the Waldorf, WE will send out
the information for you, and next morn-
ing it will appear in the leading papers
under the heading, "By Telegraph,"
and when you get our bill you will
admit :

1st.—That the Advertisement was
excellent.

2d.—That the cost of it was right
smart.



For further particulars address

The Geo. P. Rowell Advertising Co.,
10 SPRUCE STREET, NEW YORK.